Salesforce

MARKETING-CLOUD-DEVELOPER Exam

Salesforce Certified Marketing Cloud Developer

Questions & Answers
Demo

Version: 12.0

Question: 1

Clock Kicks would like to encrypt and store form data submitted from a CloudPage in a data extension using AMPscript. Which three encryption options could be used when creating a new key in Key Management? Choose 3

A. SAML

B. Asymmetric

C. RSA

D. Salt

E. Symmetric

Answer: B

Explanation:

Question: 2

NTO is reconsidering the requirement to have English, Spanish and French versions of their email campaigns. They request a developer to create a query which aggregates clicks grouped by language of the recipient. Language is stored in a Profile Attribute. Which two Data Views would be included in the query? Choose 2 answer

A. _Subscribers

B. _Subscribers

C. _AllSubscribers

D. _Click

Answer: A B

Explanation:

Question: 3

What parameter should a developer include to ensure the MobileConnect Contact is tied to the Email Contact when making a QueueMO call for an existing email subscriber?

A. mobilenumbers

B. phonenumbers

C. emailaddress

D. subscribers

Answer: A

Explanation:

Question: 4

A developer wants to create an AMPscript FOR loop that populates HTML table rows based on the number of rows and data in a target DE. Where should the developer place the FOR keyword to begin the loop?

A. Before the <table> tag

B. Before the <td> tag

C. Before the <tbody> tag

D. Before the <tr> tag

Answer: D

Explanation:

Question: 5

A developer wants a link to be dynamic based on subscriber attributes. Rather than create numerous links, the developer uses AMPscript to set the link's value as a variable. The variable will be used within the <a> tag. What should the developer do within the <a> tag to ensure clicks are tracked for the variable? Choose 2

A. Wrap the variable in a RedirectTo function

B. Ensure the Conversion attribute is 'true'

C. Wrap the variable in a v function

D. Include a variable for the Alias attribute

Answer: A