

Demo Questions

SALESFORCE MARKETING-CLOUD-DEVELOPER Exam

Salesforce Certified Marketing Cloud Administrator

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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
-

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. phonenumber
- 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

extension.

What consideration could account for this behavior?

- A. Data retention settings were incorrect in the data extension.
- B. The email address in All Subscribers is prioritized.
- C. Contact Builder was not configured properly.
- D. The data extension was not configured as sendable.

Answer: B

Explanation: