



MA MARKETING-CLOUD-DEVELOPER^{Q&As}

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QUESTION 1

A developer wants to retrieve all records in the OrderDetailsdata extension which are associated with a particular customer.

Which two AMPscript functions would return a suitable rowset?

Choose 2 answers

- A. LookupRows
- B. LookupOrderedRows
- C. Row
- D. Lookup

Correct Answer: AB

QUESTION 2

Certification Aid wants to add records to a Data Extension using the SOAP API. Which object can be used for this?
Choose 1.

- A. DataExtensionObject object
- B. Subscriber object
- C. Attribute object
- D. DataExtension object

Correct Answer: A

QUESTION 3

A dataextension contains two fields which are being populated by a query activity. A third field has recently been added to the data extension.

Which SELECT statement is optimal for returning all of the columns in the data extension?

- A. SELECT field*
- B. SELECT*, field1, field2, field3
- C. SELECT*
- D. SELECT * FROM field2, field3

Correct Answer: D



QUESTION 4

A developer wants to use the RaiseError Ampscript function when a subscriber does not have the necessary data to build an email. Which two outcomes are possible using this function? Choose 2 answer

- A. The send fails
- B. The email is not sent to the particular subscriber
- C. An error message is sent to the From Address used in the email
- D. The send is retried

Correct Answer: AB

QUESTION 5

In what order is AMPscript evaluated before an email is sent?

- A. SubjectLine, HTML Body, Text Body
- B. HTML Body, Text Body, Subject Line
- C. Text Body, HTML Body, Subject Line
- D. HTML Body, Text Body, Text Body

Correct Answer: B

QUESTION 6

A developer wants to use the Marketing Cloud SOAP API to retrieve which subscribers were sent a particular email. Which SOAP API object should be used?

- A. Send
- B. ListSend
- C. SentEvent
- D. LinkSend

Correct Answer: C

QUESTION 7

A developer wants to create a complex dynamic email with three different sections and four different possible content blocks in each section. The email will be sent to an audience of over one million contacts.



Which best practice should the developer use to ensure a blank email will not be sent?

- A. Send a test of every possible version using Test Send
- B. Review every possible version using Subscriber Preview
- C. Create separate emails for each version
- D. Confirm every version has default content

Correct Answer: D

QUESTION 8

Northtrn Trail Outfitters mistakenly synced the User_Salesforce object which added to their billable contact count.

What should be recommended to remove these contacts?

- A. Update the sync to remove these contacts from the All Contacts table.
- B. Use the REST API to delete the contacts from the All Subscribers table.
- C. Put the synced records into a sendable data extension and use Contact Delete.
- D. Use the SOAP API to delete the contacts from the All Contacts table.

Correct Answer: C

QUESTION 9

A developer wants to configure an automation to import files placed on the SFTP shared by a customer's data vendor. The automation will start when a file matching a specific naming pattern is encountered in the Import folder. The first step of the automation is a File Import Activity referencing a substitution string for the matching file. Which substitution string represents the name of the file?

- A. %%FILENAME%%
- B. %%TRIGGER_FILENAME%%
- C. %%FILENAME_FROM_TRIGGER%%
- D. %%FILENAME_FROM_IMPORT%%

Correct Answer: C

QUESTION 10

A developer started a Contact Delete process that is now complete.

In which two places would the ContactDelete process remove data? Choose 2 answers



- A. Non-Sendable Data Extensions
- B. Import Files on the Enhanced SFTP
- C. Sendable Data Extensions
- D. Mobile Lists

Correct Answer: CD

QUESTION 11

Certification Aid sends an email to a newly imported List with Subscribers who have no associated Subscriber Key. Which value will become the Contact Key? Choose 1.

- A. Contact ID
- B. Email address
- C. Subscriber ID
- D. Unique random number

Correct Answer: B

QUESTION 12

A developer wants to implement a newsletter registration form on NTO's website. Prior to form submission, an email address provided by the visitor should be validated. Which option could be used to support this scenario?

- A. REST API, /address/v1/validateEmail route
- B. SOAP API, Perform method with ValidationAction object
- C. SOAP API, Describe method with EmailAddress object
- D. REST API, /messaging/v1/domainverification route

Correct Answer: A

QUESTION 13

A developer needs to write AMPscript to ensure the expiration date on a coupon is the last day of the month. What would produce the desired result?

- A. Find the first day of next month and subtract one day
- B. Use the date format string for last day of month within FormatDate
- C. Add one month using DateAdd to now



D. Add 30 days using DateAdd to now

Correct Answer: A

QUESTION 14

Certification Aid wants to trigger and email send in Marketing Cloud when a purchase is made on their website. Which API should be used for this? Choose 2.

- A. Subscriber API
- B. Email API
- C. REST API
- D. SOAP API

Correct Answer: CD

QUESTION 15

A developer identified a use case where a triggered send of an email is needed. The developer already successfully set up authentication with a Client ID and Client Secret has used them in several REST calls. When the REST call is made, a "401 Unauthorized" error is returned. What is the first thing the developer should check?

- A. The send permissions have been granted for the Client ID and Client Secret within Installed Packages.
- B. The email interaction has been started
- C. The automation permissions have been granted for the Client ID and Client Secret within Installed Packages.
- D. The email interaction has been published.

Correct Answer: A

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