

Salesforce Marketing Cloud Developer

SALESFORCE MARKETING CLOUD DEVELOPER CERTIFICATION QUESTIONS & ANSWERS

Exam Summary – Syllabus – Questions

MARKETING CLOUD DEVELOPER

[Salesforce Certified Marketing Cloud Developer](#)

60 Questions Exam – 63% Cut Score – Duration of 105 minutes

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Know Your Marketing Cloud Developer Certification Well:

The Marketing Cloud Developer is best suitable for candidates who want to gain knowledge in the Salesforce Marketer. Before you start your Marketing Cloud Developer preparation you may struggle to get all the crucial Marketing Cloud Developer materials like Marketing Cloud Developer syllabus, sample questions, study guide.

But don't worry the Marketing Cloud Developer PDF is here to help you prepare in a stress free manner.

The PDF is a combination of all your queries like-

- What is in the Marketing Cloud Developer syllabus?
- How many questions are there in the Marketing Cloud Developer exam?
- Which Practice test would help me to pass the Marketing Cloud Developer exam at the first attempt?

Passing the Marketing Cloud Developer exam makes you Salesforce Certified Marketing Cloud Developer. Having the Marketing Cloud Developer certification opens multiple opportunities for you. You can grab a new job, get a higher salary or simply get recognition within your current organization.

Salesforce Marketing Cloud Developer Certification Details:

Exam Name	Salesforce Marketing Cloud Developer
Exam Code	Marketing Cloud Developer
Exam Price	Registration fee: USD 200 Retake fee: USD 100
Duration	105 minutes
Number of Questions	60
Passing Score	63%
Recommended Training / Books	Develop for Marketing Cloud Marketing Cloud Developer Center
Schedule Exam	Kryterion Webassessor
Sample Questions	Salesforce Marketing Cloud Developer Sample Questions
Recommended Practice	Salesforce Certified Marketing Cloud Developer Practice Test

Marketing Cloud Developer Syllabus:

Section	Objectives	Weight
Data Modeling	<ul style="list-style-type: none"> - Configure account Contact model in Marketing Cloud. - Given a scenario, differentiate the various types and uses of data extensions in Marketing Cloud. - Describe how Contact Records relate across channels. - Explain the Contact Delete process. 	14%
Programmatic Languages	<ul style="list-style-type: none"> - Given a scenario, demonstrate knowledge of AMPscript and SSJS language syntax and functions. - Implement standard development best practices using Marketing Cloud programming languages. - Describe how Marketing Cloud handles AMPscript processing. - Given a customer scenario, determine how to programmatically exclude a subscriber at email send time. 	35%
API	<ul style="list-style-type: none"> - Given a scenario, describe API objects, methods, and routes. - Describe the OAuth authentication flow and how an access token is used in SOAP and REST headers. - Given a scenario, evaluate the significance of response handling. 	22%
Data Management	<ul style="list-style-type: none"> - Configure import activity using various file formats within Marketing Cloud. - Given a scenario, apply SQL to produce the desired results. - Given a scenario, explain the different ways to extract data from Marketing Cloud. - Describe SQL best practices for managing data in Marketing Cloud. - Given a scenario, apply best practices for send logs. - Given a scenario, describe how data is affected by the Contact delete process. 	22%
Security	<ul style="list-style-type: none"> - Identify different options to secure data in Marketing Cloud. - Describe security best practices in Marketing Cloud. 	7%

Salesforce Marketing Cloud Developer Sample Questions:

Question: 1

When appending data to links via Web Analytics Connector, which parameter should be used to track subscriber behavior?

- a) Subscriber ID
- b) Subscriber Key
- c) Contact Key
- d) Email Address

Answer: a

Question: 2

A developer is experiencing timeouts when testing a SQL Query Activity in Automation Studio. How should the developer optimize the query?

- a) Configure a longer timeout period within Administration in Automation Studio.
- b) Use intermediate tables to break queries into smaller parts.
- c) Ensure all SQL Query Activities are in the same step in the automation.
- d) Limit joins to the INNER JOIN within all SQL Query Activities.

Answer: b

Question: 3

When do synchronous REST API calls to Marketing Cloud time out?

(Choose 2 answers)

- a) 240 seconds for tracking and data retrieve operations.
- b) 300 seconds for tracking and data retrieve operations.
- c) 120 seconds for non-tracking operations.
- d) 240 seconds for non-tracking operations.

Answer: b, c

Question: 4

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

- a) Subject Line, 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

Answer: b

Question: 5

The Contact Delete feature can be used within an Enterprise 2.0 account from which business unit?

- a) Only in Agency accounts
- b) The Parent account
- c) Any business unit
- d) The business unit where the contact was introduced
- e) None of these

Answer: d**Question: 6**

Which of the following statements are correct concerning Contacts and Subscribers?

(Choose 2 answers)

- a) A Contact is subscribed to any channel.
- b) Each Contact is also a Subscriber.
- c) Each Subscriber is also a Contact.
- d) A Contact is subscribed to a specific channel.

Answer: a, c**Question: 7**

A doctor's office creates Populations for staff, patients and vendors. What is the maximum number of Populations that should be created to ensure performance?

- a) Five
- b) Three
- c) Unlimited
- d) One

Answer: b**Question: 8**

A developer, who is new to Marketing Cloud, needs to design a landing page for a new customer. They choose to use Server-Side JavaScript (SSJS) due to their extensive knowledge of JavaScript from previous projects. Which two features would the developer be able to leverage in their Server-Side code?

(Choose 2 answers)

- a) Wrapping of AMPscript in SSJS code
- b) Direct modification of the DOM
- c) External Libraries to extend functionality
- d) Include Try/Catch blocks within the code

Answer: c, d

Question: 9

What is the operational order of the Contact Delete process for Marketing Cloud?

- a) Delete initiated > Suppression phase > Final Deletion
- b) Delete initiated > Final deletion
- c) Delete initiated > Final deletion > Suppression phase
- d) Data identified > Suppression phase > Delete initiated > Account page

Answer: a

Question: 10

What can be created in Attribute Groups within Contact Builder?

(Choose 2 answers)

- a) Populations
- b) Data Extensions
- c) Relationships
- d) Attribute Groups

Answer: b, c

Study Guide to Crack Salesforce Marketing Cloud Developer Exam:

- Getting details of the Marketing Cloud Developer syllabus, is the first step of a study plan. This pdf is going to be of ultimate help. Completion of the syllabus is must to pass the Marketing Cloud Developer exam.
- Making a schedule is vital. A structured method of preparation leads to success. A candidate must plan his schedule and follow it rigorously to attain success.
- Joining the Salesforce provided training for Marketing Cloud Developer exam could be of much help. If there is specific training for the exam, you can discover it from the link above.
- Read from the Marketing Cloud Developer sample questions to gain your idea about the actual exam questions. In this PDF useful sample questions are provided to make your exam preparation easy.
- Practicing on Marketing Cloud Developer practice tests is must. Continuous practice will make you an expert in all syllabus areas.

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