Use Free Marketing-Cloud-Developer Exam Questions that Stimulates Actual EXAM [Q94-Q114

Use Free Marketing-Cloud-Developer Exam Questions that Stimulates Actual EXAM Get 100% Real Marketing-Cloud-Developer Free Online Practice Test Q94. 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
* _Subscribers
* _Subscribers
* _AllSubscribers
* _Click

Q95. A developer wants to aggregate monthly energy usage data over a four month period for each subscriber within an email. The monthly usage values are stored in variables for each month in the following way:

How should the developer use AMPscript to generate the total?
* SET @total – (@jan – 3fet – @mar @apr>

* SET @total = AZD((@jan @feb) @mar) @apr)
* SET @total – ADD(@jan,ADD(@feb,ADD(@mar,@apr)))
* SET @total = (ADD(@jan,@feb), ADD(@mar, @apr))

Q96. How often should a developer request a new token when making multiple API calls in v1?

* When changing routes/objects
* Before every new call
* Once an hour
* Every 15 minutes

Q97. 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.

* Subscriber API
* Email API
* REST API
* SOAP API

Q98. A developer needs to identify all subscribers who were sent Job ID 420 but did not click any links. Which SQL statement would produce the desired results?

*
```
SELECT s.SubscriberKey
FROM _Sent s
JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420
```

*
```
SELECT s.SubscriberKey
FROM _Sent s
LEFT JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420 AND c.SubscriberKey IS NULL
```

*
```
SELECT s.SubscriberKey
FROM _Sent s
JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420 AND c.SubscriberKey IS NULL
```

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SELECT s.SubscriberKey
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Q99. A developer needs to identify all subscribers who were sent Job ID 420 but did not click any links. Which SQL statement would produce the desired results?

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SELECT s.SubscriberKey
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* SELECT s.SubscriberKey
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  JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
  WHERE s.JobID = 420 AND c.SubscriberKey IS NULL
```

```
* SELECT s.SubscriberKey
  FROM _Sent s
  LEFT JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
  WHERE s.JobID = 420
```

Q100. A developer is building an integration with the Marketing Cloud API. Which configuration should be used for the API integration component in the associated Installed Package?
* Select the minimum required scope for the integration
* Select all available options to enable package reuse for the future integrations
* Select the ‘Require Secret for Web Flor’ option
* Select the ‘Admin-approved users are pre-authorized’ option under Permitted Users.

Q101. A developer wants to expand the functionality of existing code which was written in AMPscript, but prefers to use Server-Side JavaScript (SSJS) for updates.

Which SSJS statement will retrieve the value of the AMPscript variable named subKey?
* Var.Get(“subKey”);
* Variable.GetTValue (”@subKey”) ;
* Variable.SetValue(“subKey”, “Value”);
* Var.Retrieve(“@subKey”);

Q102. A developer used LookupRows to retrieve data when building a dynamic email.

What should be the next step before using this rowset within a FOR loop?
* Use Row to return a specific row of the rowset
* Set the rowset to a new array variable
* Close the delimited AMPscrlpt Code Block
* Use RowCount to ensure the rowset contains data

Q103. Northern Trail Outfitters (NTO) wants to determine the best identifier for subscribers across all channels.

What should be recommended5
* Contact Key
* Mobile ID
* Email Address
* Subscriber ID

Q104. A developer needs to push real-time updates of the company’s product catalog to a data extension.

Which two API options are available? Choose 2 answers
* Use the DataExtensionObject SOAP object
* Use the /hub/vl/aataevents REST route
* Use the DataExtension SOAP object
* Upload a file to the Enhanced SFTP for import

Q105. NTO uses an external CRM which only exports encrypted files. NTO’s marketing manager team wants to use some of the subscriber data found in the CRM for future marketing sends. Which three actions should be included in an automation given thse requirements? Choose 3

* Import definition to the necessary data extension
* File transfer activty to the Import directory for decryption
* File drop to the SFTP Root directory
* File drop to the SFTP Import directory
* File transfer activity to the Safehouse for decryption

Q106. A field value returned from a DE lookup contains a tab-delimited list of values. Which AMPscript function could easily determine if a specific text string exist anywhere in the list?

* Substring
* BuildRowSetFromString
* IndexOf
* Length

Q107. A developer is troubleshooting why an API client Jd and chent_secret are authenticating yet failing to access data from a child business unit.

What should be checked to validate the installed package can access the child business unit data?

* The Installed Package has full Enterprise access to all available child business units
* The Installed Package has access to the selected child business unit
* The account id and parent MID are included in the authorization call

Q108. NTO had an Enterprise 2.0 account; subscribers unsubscribers from the business unit only. A developer is identifying subscribers who unsubscribed from any of the NTO child business units. Which method would identify the most accurate status fro subscribers of each business unit?

* Create Data Extract of all Subscribers within the Parent Business unit
* Create Data Extracts of All Subscribers within each Child business unit
* Query unsubscribers from _Subscribers within the Parent business unit
* Query status from _ListSusbscribers within the Parent business unit

Q109. A developer wants to create a CloudPage which is linked from an email. %%[SET @point = RequestParameter(x) SET @value = 5 IF Length(@point) > 1 THEN SET @value = 1 ELSEIF Length(@point)>2 THEN SET @value = 2 ELSEIF Length(@point) >3 THEN SET@value = 3 ELSEIF Length(@point) >4 THEN SET @value = 4 ENDIF]%% Which is the expected value of @value if x = ‘Tacos’?

* 3
* 1
* 5
* 4

Q110. NTO wants to exclude sends to specific subscribers based on a business rule, which is defined in an Exclusion Script. Which three types of sends would support this functionality? Choose 3

* Journey Builder Send Email Activity
* Content Builder Send Flow
* Send Marketing Cloud Email in Sales or Service Cloud
* Journey Builder Send SMS Activity
* Automation Studio Send Email Activity

Q111. NTO had an Enterprise 2.0 account; subscribers unsubscribes from the business unit only. A developer is identifying

subscribers who unsubscribed from any of the NTO child business units. Which method would identify the most accurate status for subscribers of each business unit?

* Create Data Extract of all Subscribers within the Parent Business unit
* Create Data Extracts of All Subscribers within each Child business unit
* Query unsubscriber from _Subscribers within the Parent business unit
* Query status from _ListSusbscribers within the Parent business unit

Q112. A developer wants to build an audience by identifying subsceibers who opened a specific email. Which query should the developer use?

* SELECT * FROM _Open WHERE ListID = ‘1234’
* SELECT * FROM _Open WHERE JobID = “1234”
* SELECT SubscriberID FROM _Open WHERE JobID = “1234”
* SELECT SubscriberKey FROM _Open WHERE JobID = ‘1234’

Q113. A developer wants to populate a data extension with the date of the most recent click for each subscriber.

Which query would accomplish this?

* SELECT TOP 1 c.SubscriberKey, c.eventDateFROM _Click c ORDER BY c.eventDate DESC
* SELECT c.SubscriberKey, MIN (c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey
* SELECT c.SubscriberKey, MAX(c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey
* SELECT c.SubscriberKey, c.eventDate FROM _Click c WHERE c.IsUnique = 1

Q114. A developer needs to use the ‘contacts/ route of the REST API to update records in a data extension.

What should the developer verify before making the API call?

* Each contact should already exist in All Subscribers.
* Journey Builder should be configured to use the data extension.
* Contact Key should be equal to Subscriber Key in the underlying data extensions to ensure proper joining.
* The data extension should be linked in an Attribute Group in Contact Builder.

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