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QUESTION 1

A developer is building an integration with the Marketing Cloud API. In which two ways should the Client ID and Client Secret credentials be stored? Choose 2

- A. Set credentials as environment variables in the application platform
- B. Pass credentials in URL parameters over HTTPS
- C. Set credentials as variables in application source code
- D. Store credentials in a key management system (KMS)

Correct Answer: AD

QUESTION 2

A developer wants to populate a data extension with information about all emails deployed in the last seven days. The data extension needs to contain JobID, EventDate, and the counts of how many emails were sent with each JobID.

Which data view is required to gather this information?

- A. Job
- B. Sent
- C. Journey
- D. Subscribers

Correct Answer: B

QUESTION 3

A developer wants to populate a data extension with the date of the most recent click for each subscriber. Which query would accomplish this?

- A. `SELECT TOP 1 c.SubscriberKey, c.eventDate FROM _Click c ORDER BY c.eventDate DESC`
- B. `SELECT c.SubscriberKey, MIN (c.eventDate) AS eventDate FROM _Click c GROUP BY`
- C. SubscriberKey
- D. `SELECT c.SubscriberKey, MAX(c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey`
- E. `SELECT c.SubscriberKey, c.eventDate FROM _Click c WHERE c.IsUnique = 1`

Correct Answer: C

QUESTION 4

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

What should be recommended?

- A. Contact Key
- B. Mobile ID
- C. Email Address
- D. Subscriber ID

Correct Answer: A

QUESTION 5

A developer is troubleshooting the cause of incomplete results in the link tracking data for an email send.

How should the RedirectTo AMPscript function be described as it relates to link tracking?

- A. It ensures link href values containing AMPscript variables are recorded in tracking
- B. It ensures link href values containing HTML bookmarks or anchors are recorded in tracking
- C. It prevents link href values from getting recorded in tracking
- D. It ensures static link href values are recorded in tracking

Correct Answer: A

QUESTION 6

A developer is using the REST Authorization Service to obtain an OAuth access token. Which method should be used to include the access token in the API requests?

- A. Include the header x-access-token: your_access_token
- B. Include as a query parameter access_token=YOUR_ACCESS_TOKEN
- C. Include the header Authorization: Basic your_access_token
- D. Include the header Authorization: Bearer YOUR_ACCESS_TOKEN

Correct Answer: D

QUESTION 7

Northern Trail Outfitters' account is configured with two child BU(s): US and Global. The account has a data extension in the SharedData Extensions folder named 'MemberData'. This data extension contains basic address information,

as well as Boolean fields labeled `US` and `Global` indicating to which business unit the subscriber belongs. Automation needs to be created in the US business unit to query all records in New York who are members of the business unit US.

```
SELECT * FROM MemberData WHERE State = 'NY' AND US = 1
```

What would cause this query to report the following error: "An error occurred while checking the query syntax. Errors:MemberData is not a known data extension or system data view. You can only query existing data extensions or system data views.?"

- A. Incorrect syntax; Query Activities are written in SOQL
- B. MemberData should be prefixed with ENT
- C. Query should check for a US value of True
- D. Query Activities cannot use the `*` wildcard

Correct Answer: B

QUESTION 8

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 9

Which activity is required before a compressed file can be imported?

- A. Import File
- B. Data Extract
- C. Decompress File
- D. File Transfer

Correct Answer: A

QUESTION 10

A developer is configuring a File Drop Automation and wants to use a Filename Pattern to allow for timestamps on the file. The file name will always start with the month and day (e.g. MAY15) the file is dropped onto the SFTP site.

Which two configurations should be used for the automation to successfully start? Choose 2 answers

- A. Ends With operator
- B. %%MMMMdd%%
- C. %%Month%%%%Day%?o
- D. Begins With operator

Correct Answer: CD

QUESTION 11

A developer wants to create a Synchronized Data Extension containing Lead data from Sales Cloud. They only want to include record which contain a phone number. Each of the following field contains this information per these rules: -Phone is not black (Data Type = Phone) -PhoneExist is true (Data Type = Boolean) -ValidPhone is '\\true\\' (Data Type = Formula(Boolean)) -ContactType equals '\\Phone\\' (Data Type = Text). Which field could be used to select a subset of records in the synchronization configuration?

- A. ValidPhone
- B. Phone
- C. ContactType
- D. PhoneExists

Correct Answer: B

QUESTION 12

A marketer from Cloud Kicks wants to make sure no email from their welcome journey gets sent to their competitor at Rainbow Run.

Which two best practices should the developer use when setting up the Send Email Activity in the welcome journey?

Choose 2 answers

- A. Create a Filter Activity In the journey that removes the Rainbow Run domain
- B. Create a Suppression List with all possible email addresses from Rainbow Run
- C. Create a data extension with the Rainbow Run domain for use with a Domain Exclusion
- D. Create an Exclusion Script with the Rainbow Run domain for use In the activity

Correct Answer: BD

QUESTION 13

Northtrn Trail Outfitters has set up their North American business unit to unsubscribe at the business unit level.

Which dataview would they query to identify all subscribers who are unsubscribed from that Business Unit?

- A. ListSubscribers
- B. ENT._Subscribers
- C. _BusinessUnitUnsubscribes
- D. Subscribers

Correct Answer: C

QUESTION 14

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 15

CertificationAid uses Marketing Cloud Connect and wants to create a lead capture form on a landing page. When a customer submits the form, a Lead record should be created in Salesforce. Which scripting language can be used for this? Choose 2.

- A. AMPscript to create Salesforce record, SSJS for form handling.
- B. SSJS to create Salesforce record, AMPscript for form handling.
- C. AMPscript for whole functionality.
- D. SSJS for whole functionality.

Correct Answer: AC

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