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QUESTIONS & ANSWERS
DEMO VERSION
(LIMITED CONTENT)

Question 1

Question Type: MultipleChoice

NTO wants to trigger a receipt email via the SOAP API whenever a customer makes a purchase. Their developer wrote the call using the TriggerSendDefinition object and the Create method, but no emails have been sent during his initial testing. Which object and method should the developer use?

Options:

- A- TriggerSend object and Update method
- B- TriggerSend object and Create method
- C- TriggerSendDefinition object and Execute method
- D- TriggerSendDefinitionobject and Update method

Answer:

B

Question 2

Question Type: MultipleChoice

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 these requirements? Choose 3

Options:

- A- Import definition to the necessary data extension
- B- File transfer activity to the Import directory for decryption
- C- File drop to the SFTP Root directory
- D- File drop to the SFTP Import directory
- E- File transfer activity to the Safehouse for decryption

Answer:

A, D, E

Explanation:

To automate the process of importing encrypted files from an external CRM, the following actions should be included:

File drop to the SFTP Import directory: Place the encrypted files in the SFTP Import directory to trigger the automation.

File transfer activity to the Safehouse for decryption: Move the encrypted files to the Safehouse for decryption, ensuring the data is securely handled.

Import definition to the necessary data extension: After decryption, import the data into the relevant Data Extension for use in marketing sends.

:

Salesforce File Drop Automations

Salesforce File Transfer Activity

Salesforce Import Activity

Question 3

Question Type: MultipleChoice

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

Options:

A- Email Address

B- Contact Key

C- Subscriber Key

D- Subscriber ID

Answer:

C

Explanation:

The SubscriberKey is the appropriate parameter to use when appending data to links via the Web Analytics Connector. This parameter uniquely identifies subscribers across all sends and ensures

accurate tracking of subscriber behavior.

Subscriber Key: A unique identifier for a subscriber that remains consistent across all data extensions and sends.

: Salesforce Web Analytics Connector

Question 4

Question Type: MultipleChoice

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

Options:

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

Answer:

C, D

Explanation:

To trigger an email send in Marketing Cloud when a purchase is made on a website, you can use either the REST API or the SOAP API. Both APIs provide methods to send triggered emails.

REST API: The REST API can be used to trigger emails by making a call to the `/messaging/v1/messageDefinitionSends/{key}/send` endpoint.

SOAP API: The SOAP API can also be used to trigger sends by utilizing the `TriggeredSend` object.

:

Salesforce Marketing Cloud REST API

Salesforce Marketing Cloud SOAP API

Question 5

Question Type: MultipleChoice

Certification Aid wants to import data from a CSV file into a Data Extension. The CSV file contains all relevant data. New records should be added to the Data Extension, and records which are not in the file should be removed from the Data Extension. Which import operation should be chosen for this? Choose 1.

Options:

- A- Add only
- B- Overwrite
- C- Add and update
- D- Update only

Answer:

B

Explanation:

The 'Overwrite' import operation is used when you want to completely replace the contents of a Data Extension with the contents of the import file. This operation adds new records from the file and removes any records that are not present in the file.

Overwrite Operation: This will ensure that the Data Extension contains only the records present in the CSV file. Any existing records in the Data Extension that are not in the file will be deleted.

: Salesforce Marketing Cloud Import Activity

Question 6

Question Type: MultipleChoice

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

Options:

- 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:

A, D

Explanation:

When using Server-Side JavaScript (SSJS) in Salesforce Marketing Cloud, the developer can leverage the following features:

Wrapping of AMPscript in SSJS code (A) - SSJS can include AMPscript within its code, allowing for dynamic content generation and manipulation.

Include Try/Catch blocks within the code (D) - SSJS supports the use of Try/Catch blocks to handle errors and exceptions in the script, providing better control over error management.

Salesforce Marketing Cloud Server-Side JavaScript Guide

AMPscript and SSJS Integration

Question 7

Question Type: MultipleChoice

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

Options:

- 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:

B

Explanation:

The Contact Delete feature can be used within an Enterprise 2.0 account from the Parent account (B). This ensures centralized management and compliance with organizational data governance policies.

Salesforce Marketing Cloud Documentation on Contact Delete

Enterprise 2.0 Account Management

Question 8

Question Type: MultipleChoice

Customer data has been imported into a staging data extension and needs to be normalized before adding into the master data extension. A text field named 'birthday' contains date values in various formats. Some of the values are valid dates, but some are not.

Which SQL keywords and functions could be used to write the query? Choose 2 answers

Options:

- A- CASE, ISDATE, CONVERT
- B- WHERE, ISDATE, CONVERT
- C- CASE, ISDATE, CAST
- D- UPDATE, ISDATE, CONVERT

Answer:

A, C

Explanation:

To normalize customer data in a staging data extension where a text field named 'birthday' contains date values in various formats, the developer can use the following SQL keywords and functions:

CASE, ISDATE, CONVERT (A) - These functions can be used to handle different date formats and convert them into a consistent format.

CASE, ISDATE, CAST (C) - Similar to the above, CAST can be used to convert text to date format if

ISDATE returns true.

Example SQL query:

```
SELECT CASE WHEN ISDATE(birthday) = 1 THEN CONVERT(DATE, birthday) ELSE NULL END AS  
normalized_birthday FROM StagingDataExtension
```

Salesforce Marketing Cloud SQL Reference

SQL CASE and ISDATE Functions

Question 9

Question Type: MultipleChoice

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

Options:

- 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

Explanation:

To optimize a SQL Query Activity in Automation Studio that is experiencing timeouts, the developer should use intermediate tables to break queries into smaller parts (B). This approach helps in managing complex queries by breaking them down into smaller, more manageable steps, thus reducing the likelihood of timeouts.

Salesforce Marketing Cloud Documentation on Query Activity

SQL Query Optimization Tips

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