

# MA MARKETING-CLOUD-DEVELOPER<sup>Q&As</sup>

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### QUESTION 1

A developer wants to create an HTML table where rows will alternate background colors between white and red. The developer does not know how many rows will be sent within each email, and decides to use a loop and assigns the RowCount() of the table rows to the variable @numerator. What is the recommended AMPscript logic to determine the background color of each table row within the loop?

- A. %%[IF DIVIDE(@numerator,2) =1 THEN SET @color = \"Red\" ELSE SET @color = \"White\" ENDIF]%%
- B. %%[IF SUBSTRING(DIVIDE(@numerator,2),1) = 1 THEN SET @color = \"Red\" ELSE SET @color = \"White\" ENDIF]%%
- C. %%[IF @numerator/2 = 1 THEN SET @color = \"Red\" ELSE SET @color = \"White\" ENDIF]%%
- D. %%[IF MOD(@numerator,2) = 1 THEN SET @color = \"Red\" ELSE SET @color = \"White\" ENDIF]%%

Correct Answer: A

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### QUESTION 2

A developer needs to add From Addresses to Marketing Cloud and wants to ensure they are verified before being used for sending.

Which two routes would allow this?

Choose 2 answers

- A. POST /messaging/v1/domainverification
- B. POST /messaging/v1/domainverification/bulk/insert
- C. POST /messaging/v1/dataevents/domainverification
- D. POST /messaging/v1/push/domain/verification

Correct Answer: AC

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### QUESTION 3

Certification Aid created a journey and event definition in Marketing Cloud. Which of the following resources are relevant to inject Contacts into the journey using the REST API? Choose 2.

- A. POST /eventDefinitions/key:{key} or /eventDefinitions/{id}
- B. POST /interaction/v1/events
- C. POST /interaction/v1/interactions/contactentry
- D. GET /eventDefinitions/key:{key}

Correct Answer: BC

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**QUESTION 4**

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

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**QUESTION 5**

A developer is notified the View Email As Web Page (VAWP) link, when clicked, displays the message, The system is temporarily unavailable. We apologize for any inconvenience. Please try again later.

What could be a possible cause for the error

- A. The data in the data extensions used at the time of send was overwritten.
- B. The email used at the time of send was deleted, updated, or moved.
- C. The sender profile used at the time of send was overwritten.
- D. The data extension used at the time of send was moved to another folder.

Correct Answer: A

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**QUESTION 6**

A developer is using the legacy endpoint [www.exacttargetapis.com](http://www.exacttargetapis.com) and has been asked to switch to Tenant Specific Endpoints (TSEs). What is a benefit of switching to TSEs?

- A. A longer lasting OAuth token
- B. API calls will no longer fail
- C. Gain access to TSE-specific REST routes
- D. Improved API performance

Correct Answer: D

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**QUESTION 7**

A developer wants to write a query to compile data originating from an HTML form so it can be exported in CSV format. However, the source data extension may contain line breaks within the Comments field, which makes it difficult to read and sort the resulting CSV.

Which SQL functions could be used to change each line break to a single space?

- A. REPLACE and CHAR
- B. FORMAT and SPACE
- C. LTRIM and RTRIM
- D. REPLICATE and NCHAR

Correct Answer: A

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### QUESTION 8

A developer receives a request for tracking data for all sends associated with a specific JobID. The developer needs to see Sends, Opens, Clicks, and Bounces.

Which two activities could the developer use? Choose 2 answers

- A. Tracking Extract Activity
- B. Server-Side JavaScript Activity
- C. Campaign Data Extract
- D. SQL Query Activity

Correct Answer: AD

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### QUESTION 9

A developer wants to set a variable to use a field from a Sendable Data Extension.

Which two options could be used in an AMPscript block to set the variable as a "First Name" field from a Sendable Data Extension used to send the email? Choose 2 answers

- A. SET @firstName = [First Name]
- B. SET @firstName = %%First Name%%
- C. SET @firstName = attributeValue (\\\\"First Name\\")
- D. SET @firstName = \\\\"First Name\\"]

Correct Answer: AB

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**QUESTION 10**

Landing pages can use which SSJSlibrary? 1. Core LibraryZ. Platform Library 3. SSJS Library

- A. Only1 and 3
- B. Only1 ard2
- C. Only 2 and 3
- D. All 1,2 and 3
- E. None of these

Correct Answer: B

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**QUESTION 11**

Certification Aid wants to include SSJS in an email message. Which code block can be used for this? Choose 2.

- A.
- B.
- C.
- D.

Correct Answer: AC

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**QUESTION 12**

Certification Aid wants to encrypt data stored in Marketing Cloud. It is fine if unencrypted fields are visible to Marketing Cloud and Salesforce users, but the underlying data should be encrypted at rest to prevent physical data theft. Which encryption method should be chosen? Choose 1.

- A. Tokenized Sending
- B. Asymmetric Encryption
- C. Transparent Data Encryption
- D. Field-Level Encryption

Correct Answer: B

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**QUESTION 13**

A developer created a landing page in CloudPages which return unique content when subscriber data is located on a related data extension. The developer does not know if all subscribers have rows in the related data extension, and want default content to render if no subscriber data is found on the related data extension. Which best practice should

the developer follow to control the unique and default content?

- A. Use the RowCount function and an IF statement
- B. Use the Lookup, Row and Field functions
- C. Use the LookupOrderRows and Row functions
- D. Use the DataExtensionRowCount function

Correct Answer: A

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#### QUESTION 14

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

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#### QUESTION 15

Clock Kicks would like to encrypt and store form data submitted from a CloudPage in a data extension using AMPscript. Which three encryption options could be used when creating a new key in Key Management? Choose 3

- A. SAML
- B. Asymmetric
- C. RSA
- D. Salt
- E. Symmetric

Correct Answer: B

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