

Salesforce Marketing Cloud Developer

**GRAB THE SALESFORCE MARKETING CLOUD DEVELOPER CERTIFICATION
PDF 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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Get an Overview of the Marketing Cloud Developer Certification:

Who should take the [Marketing Cloud Developer exam](#)? This is the first question that comes to a candidate's mind when preparing for the Marketing Cloud Developer certification. The Marketing Cloud Developer certification is suitable for candidates who are keen to earn knowledge on the Salesforce Marketer and grab their Salesforce Certified Marketing Cloud Developer. When it is about starting the preparation, most candidates get confused regarding the study materials and study approach. But Marketing Cloud Developer study guide PDF is here to solve the problem. Marketing Cloud Developer PDF combines some effective sample questions and offers valuable tips to pass the exam with ease.

Why Should You Earn the Salesforce Marketing Cloud Developer Certification?

There are several reasons why one should grab the Marketing Cloud Developer certification.

- The Marketing Cloud Developer certification proves to be one of the most recognized certifications.
- The certification badge proves the knowledge of the candidate regarding subject matters and makes his resume presentable to potential candidates.
- Thus earning the [Salesforce Certified Marketing Cloud Developer](#) is a powerful qualification for a prosperous career.

What Is the Salesforce Marketing Cloud Developer Certification Exam Structure?

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

Enhance Knowledge with Marketing Cloud Developer Sample Questions:

Question: 1

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: 2

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: 3

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: 4

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: 5

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

Question: 6

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: 7

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: 8

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: 9

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: 10

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

What Study Guide Works Best in Acing the Salesforce Marketing Cloud Developer Certification?

The Marketing Cloud Developer study guide is a combination of some proven study tips and the combination of all valuable study materials like sample questions, syllabus and practice tests in one place.

Explore the Syllabus Topics and Learn from the Core:

If you are determined to earn success in the Marketing Cloud Developer exam, getting in full touch of the [syllabus](#) is mandatory. During preparation, you might not like all syllabus sections or topics, but try to get at least the fundamental knowledge from the sections you don't like. The more you possess knowledge on all syllabus sections, the more is the chance to attempt maximum number of questions during the actual exam.

Make Your Schedule:

Studying and completing the syllabus becomes easier, if you work on the syllabus topics after making a schedule. Your syllabus must mention what areas you want to cover and within what time. Once you make a schedule and follow it regularly, syllabus completion becomes easier and preparation becomes smoother.

Get Expert Advice from the Training:

Do not forget to join the Salesforce Marketing Cloud Developer training if it is providing any. Training enhances the practical knowledge of a candidate, which helps them to work well in the practical field during projects.

Get Access to the PDF Sample Questions:

If your study material is in a [PDF format](#) or the materials are mobile-friendly, what could be better than that? Get access to the free sample questions and keep enhancing your knowledge beyond the syllabus.

Avoid Dumps and Utilize the Salesforce Marketing Cloud Developer Practice Test:

Why should you rely on practice tests? The reason is simple: you must get familiar with the exam pattern before reaching the exam hall. An aspirant aware of the exam structure and time management during the exam preparation can perform well in the actual exam and attempt the maximum number of questions during the exam.

Many aspirants prefer to read from dumps, but they miss out on the self assessment method. Therefore, Marketing Cloud Developer practice tests always stand out to be the better choice than dumps PDF.

Avail the Proven Marketing Cloud Developer Practice Test for Success!!!

Do you want to pass the Marketing Cloud Developer exam on your first attempt? Stop worrying; we, VMExam.com are here to provide you the best experience during your Salesforce Marketing Cloud Developer preparation. Try out our free mock tests to get a glimpse of our quality study materials, and build your confidence with the premium [Marketing Cloud Developer practice tests](#). Our expert-designed questions help you to improve performance and pass the exam on your first attempt.