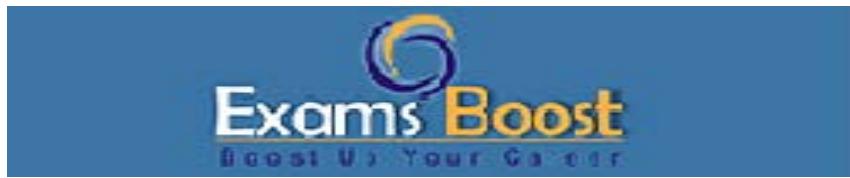


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# Salesforce

## Marketing-Cloud-Developer

### Salesforce Certified Marketing Cloud Developer (SP23)



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#### Product Version

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# Latest Version: 14.0

## Question: 1

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

**Answer: B**

## Question: 2

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

- A. \_Subscribers
- B. \_Subscribers
- C. \_AllSubscribers
- D. \_Click

**Answer: A B**

## Question: 3

What parameter should a developer include to ensure the MobileConnect Contact is tied to the Email Contact when making a QueueMO call for an existing email subscriber?

- A. mobilenumbers
- B. phonenumbers
- C. emailaddress
- D. subscribers

**Answer: A**

## Question: 4

A developer wants to create an AMPscript FOR loop that populates HTML table rows based on the number of rows and data in a target DE. Where should the developer place the FOR keyword to begin the loop?

- A. Before the <table> tag
- B. Before the <td> tag
- C. Before the <tbody> tag
- D. Before the <tr> tag

**Answer: D**

## Question: 5

A developer wants a link to be dynamic based on subscriber attributes. Rather than create numerous links, the developer uses AMPscript to set the link's value as a variable. The variable will be used within the <a> tag. What should the developer do within the <a> tag to ensure clicks are tracked for the variable? Choose 2

- A. Wrap the variable in a RedirectTo function
- B. Ensure the Conversion attribute is 'true'
- C. Wrap the variable in a v function
- D. Include a variable for the Alias attribute

**Answer: A**

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