



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

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**QUESTION 1**

A developer wants to configure an automation to import files placed on the SFTP shared by a customer\\'s data vendor. The automation will start when a file matching a specific naming pattern is encountered in the Import folder. The first step of the automation is a File Import Activity referencing a substitution string for the matching file. Which substitution string represents the name of the file?

- A. %%FILENAME%%
- B. %%TRIGGER\_FILENAME%%
- C. %%FILENAME\_FROM\_TRIGGER%%
- D. %%FILENAME\_FROM\_IMPORT%%

Correct Answer: C

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**QUESTION 2**

How can SSJS variables be referenced for content personalization? Choose 1.

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

Correct Answer: B

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**QUESTION 3**

A developer wants to create a CloudPage which is linked from an email. %%[SET @point = RequestParameter(x) SET @value = 5 IF Length(@point) > 1 THEN SET @value = 1 ELSEIF Length(@point)>2 THEN SET @value = 2 ELSEIF Length(@point) >3 THEN SET @value = 3 ELSEIF Length(@point) >4 THEN SET @value = 4 ENDIF]%% Which is the expected value of @value if x = '\\Tacos\\'?

- A. 3
- B. 1
- C. 5
- D. 4

Correct Answer: B

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**QUESTION 4**



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

Correct Answer: CD

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#### QUESTION 5

A marketer is troubleshooting why an email send's tracking information is not available in Sales Cloud. The marketer confirms Marketing Cloud Connect is installed properly. What should be confirmed next to continue troubleshooting the send's tracking information?

- A. The audience was a Salesforce Data Extension containing the appropriate SFID
- B. The email was sent to the All Subscribers list
- C. The tracking destination folder was set to My Tracking
- D. The audience was built using a Triggered Send Data Extension template

Correct Answer: A

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