

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

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#### QUESTION 1

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 2

NTO wants to exclude sends to specific subscribers based on a business rule, which is defined in an Exclusion Script. Which three types of sends would support this functionality? Choose 3

- A. Journey Builder Send Email Activity
- B. Content Builder Send Flow
- C. Send Marketing Cloud Email in Salesor Service Cloud
- D. Journey Builder Send SMS Activity
- E. Automation Studio Send Email Activity

Correct Answer: ABE

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#### QUESTION 3

Which statements are true regarding the Marketing Cloud SOAP API? Choose 2.

- A. More than 2000 SOAP calls can be performed per minute.
- B. Most SOAP calls can be synchronous or asynchronous.
- C. Uses XML in request and response body.
- D. Uses JSON in request and response body.

Correct Answer: BC

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#### QUESTION 4

A developer wants to configure performance tracking of the content dynamically created via AMPscript in an email. Which two steps should be performed to achieve this objective? Choose 2

- A. Request the Impression Tracking feature be enabled on the account
- B. Include the functions BeginImpressionRegion and EndImpressionRegion
- C. Configure dynamic content block in Content Builder
- D. Add a unique identifier in the HTML tags within the generated content

Correct Answer: AB

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#### QUESTION 5

A developer is using the RESTAuthorization Service to obtain an OAuth access token. Which method should be used to include the access token in the API requests

- A. Include the header x-access-token: your\_access\_token
- B. Include as a query parameter access\_token=YOUR\_ACCESS\_TOKEN
- C. Include the header Authorization: Basic your\_access\_token
- D. Include the header Authorization: Bearer YOUR ACCESS TOKEN

Correct Answer: D

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