

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

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### QUESTION 1

Northtrn Trail Outfitters has set up their North American business unit to unsubscribe at the business unit level.

Which dataview would they query to identify all subscribers who are unsubscribed from that Business Unit?

- A. ListSubscribers
- B. ENT.\_Subscribers
- C. \_BusinessUnitUnsubscribes
- D. Subscribers

Correct Answer: C

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### QUESTION 2

Certification Aid wants to automate the import of zipped files into a Data Extension. The zip files are placed on the Marketing Cloud Enhanced FTP server every night. Which activity is needed before those files can be imported? Choose 1.

- A. File Import activity
- B. Data Extract activity
- C. Data Extension Import activity
- D. File Transfer activity

Correct Answer: D

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### QUESTION 3

A marketer from Cloud Kicks wants to make sure no email from their welcome journey gets sent to their competitor at Rainbow Run.

Which two best practices should the developer use when setting up the Send Email Activity in the welcome journey?

Choose 2 answers

- A. Create a Filter Activity In the journey that removes the Rainbow Run domain
- B. Create aSuppression List with all possible email addresses from Rainbow Run
- C. Create a data extension with the Rainbow Run domain for use with a Domain Exclusion

D. Create an Exclusion Script with the Rainbow Run domain for use In the activity

Correct Answer: BD

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#### QUESTION 4

A developer wants to populate a data extension with the date of the most recent click for each subscriber. Which query would accomplish this?

- A. SELECT TOP 1 c.SubscriberKey, c.eventDate FROM \_Click c ORDER BY c.eventDate DESC
- B. SELECT c.SubscriberKey, MIN (c.eventDate) AS eventDate FROM \_Click c GROUP BY
- C. SubscriberKey
- D. SELECT c.SubscriberKey, MAX(c.eventDate) AS eventDate FROM \_Click c GROUP BY c.SubscriberKey
- E. SELECT c.SubscriberKey, c.eventDate FROM \_Click c WHERE c.IsUnique = 1

Correct Answer: C

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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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