

Marketing Cloud Developers Certification Practice Test (Sample)

Study Guide



Everything you need from our exam experts!

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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- 1. Which function retrieves a content image by its Key?**
 - A. ContentImageByID**
 - B. DataExtensionRowCount**
 - C. ContentImageByKey**
 - D. ContentBlockByName**

- 2. Which statement about the OAuth 2.0 integration in the enhanced Marketing Cloud App is true?**
 - A. It uses a JWT-based workflow to fetch a user token**
 - B. It relies on the v2/token endpoint to obtain an access token**
 - C. It uses a legacy API key for user authentication**
 - D. It uses the v2/userinfo REST endpoint to acquire an access token on behalf of a user and to retrieve user information**

- 3. In Field-Level Encryption Data Imports, which API calls are available?**
 - A. CreateRow; UpdateRow**
 - B. Lookup; InsertDE**
 - C. InsertDE; UpsertDE**
 - D. CreateRow; Lookup**

- 4. What base URLs are accessed with the access token?**
 - A. GraphQL endpoint**
 - B. REST and SOAP base URLs**
 - C. FTP base URL**
 - D. Streaming API endpoint**

- 5. Which function retrieves a content image by its Key?**
 - A. DataExtensionRowCount**
 - B. ContentImageByKey**
 - C. ContentBlockByID**
 - D. ContentImageByID**

- 6. Data views such as `_open` and `_click` have what limitations?**
- A. They do not have a primary key, nor can they be indexed**
 - B. They always have a primary key**
 - C. They are always indexed by default**
 - D. They support primary key-based joins**
- 7. Which SQL expression removes both carriage return and line feed characters from a string?**
- A. `SELECT REPLACE(REPLACE(@str, CHAR(13), ''), CHAR(10), '')`**
 - B. `SELECT CONCAT(@str, '')`**
 - C. `SELECT TRIM(@str)`**
 - D. `SELECT REVERSE(@str)`**
- 8. On-Your-Behalf accounts deletions originate in?**
- A. The child account and cascade to parent**
 - B. Any account in the hierarchy**
 - C. The top-level account only**
 - D. The parent account and cascade to child accounts**
- 9. Which data view lets you view impression data for content shared from your Marketing Cloud sends via Social Forward?**
- A. `_SocialNetworkImpressions` data view**
 - B. `_Open` data view**
 - C. `_PublicationSubscriber` data view**
 - D. `_SMSSubscriptionLog` data view**
- 10. What is AMPScript usage for transactional messages?**
- A. `TriggeredSend` object `Create` method**
 - B. `TriggeredSend` object `InvokeCreate` function**
 - C. REST API route `/messageDefinitionSends`**
 - D. Landing pages are not supported in Marketing Cloud**

Answers

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1. C
2. D
3. A
4. B
5. B
6. A
7. A
8. D
9. A
10. B

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Explanations

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1. Which function retrieves a content image by its Key?

- A. ContentImageByID
- B. DataExtensionRowCount
- C. ContentImageByKey**
- D. ContentBlockByName

Accessing content images by a stable identifier is best done with the function designed for that asset type. Content images stored in Content Builder have a unique Key, which remains constant even if other attributes or IDs change. Using the function that retrieves an image by its Key allows you to reference the exact asset reliably, returning the image data or renderable URL for use in emails or pages. Other options don't fit because they target different things: retrieving by ID uses the internal numeric ID, which isn't the Key; counting rows in a Data Extension has nothing to do with images; and fetching a content block by name returns a block of content rather than an image asset.

2. Which statement about the OAuth 2.0 integration in the enhanced Marketing Cloud App is true?

- A. It uses a JWT-based workflow to fetch a user token
- B. It relies on the v2/token endpoint to obtain an access token
- C. It uses a legacy API key for user authentication
- D. It uses the v2/userinfo REST endpoint to acquire an access token on behalf of a user and to retrieve user information**

OAuth 2.0 in the enhanced Marketing Cloud App is designed around using the v2/userinfo endpoint as the main touchpoint for authenticating the user and pulling their details. In this flow, the user signs in and, through this endpoint, the app obtains an access token on behalf of the user while also retrieving the user's profile information in one cohesive step. This aligns with how OpenID Connect-style flows surface the authenticated user's identity and claims via the userinfo endpoint, making it the central mechanism for validating who's signing in and for obtaining their data for further API calls. The other options don't fit the described integration as neatly: a separate token endpoint is the usual place to obtain tokens, a legacy API key isn't part of the OAuth 2.0 pattern, and while a userinfo call returns user data, it's not the standard flow used to issue the token itself outside of this particular enhanced implementation.

3. In Field-Level Encryption Data Imports, which API calls are available?

- A. CreateRow; UpdateRow**
- B. Lookup; InsertDE
- C. InsertDE; UpsertDE
- D. CreateRow; Lookup

Field-Level Encryption Data Imports are designed around modifying rows directly in a Data Extension. The only API calls that align with that row-level modification are creating a new row and updating an existing one. When data is encrypted at the field level, the import workflow relies on these two operations to ensure encrypted fields are handled consistently as part of the row-write process. Lookup is a read operation, so it doesn't import or modify data. InsertDE and UpsertDE belong to other import interfaces and aren't part of the Field-Level Encryption Data Imports surface, so they aren't available in this context.

4. What base URLs are accessed with the access token?

- A. GraphQL endpoint
- B. REST and SOAP base URLs**
- C. FTP base URL
- D. Streaming API endpoint

The key idea is that an OAuth access token is used to authenticate calls to the API endpoints. In Marketing Cloud, the token is what grants access when you request resources from the API, so you use it with the base URLs that expose the programmatic APIs. REST and SOAP base URLs are the endpoints designed to be accessed with that token. For REST, you attach the access token in the Authorization header of each request, and you call the REST base URL. For SOAP, you include the token in the SOAP header to authenticate against the SOAP base URL. These are the primary token-protected interfaces, so they're the base URLs accessed with the access token. The other options refer to endpoints that aren't the standard token-authenticated entry points in this context, or use different authentication patterns.

5. Which function retrieves a content image by its Key?

- A. DataExtensionRowCount
- B. ContentImageByKey**
- C. ContentBlockByID
- D. ContentImageByID

Key-based lookup is the way to reliably fetch a content image when you know its Key. The Key is a stable external identifier assigned to the image asset in Content Builder, so using the function designed for that purpose returns the image object you want by supplying that Key. This contrasts with retrieving by internal ID, which is less portable; and with functions that target other asset types (like content blocks) or different operations (such as counting rows in a Data Extension). So, ContentImageByKey is the correct choice because it specifically handles retrieving an image using its Key.

6. Data views such as `_open` and `_click` have what limitations?

- A. They do not have a primary key, nor can they be indexed**
- B. They always have a primary key
- C. They are always indexed by default
- D. They support primary key-based joins

Data views like `_open` and `_click` are built-in, read-only views that record each tracking event. Because a subscriber can open or click an email multiple times for the same send, there isn't a single unique row per entity, so no primary key is defined for these views. They also aren't indexed—the platform doesn't support adding or relying on indexes on these system views. The practical effect is you can query and analyze these events, but you can't enforce uniqueness or speed up queries with an index directly on the views; for performance you typically aggregate results or store them in a separate Data Extension. The other statements don't fit this design, since these views aren't guaranteed to have a primary key, aren't indexed by default, and aren't joined via a primary-key-based mechanism.

7. Which SQL expression removes both carriage return and line feed characters from a string?

- A. SELECT REPLACE(REPLACE(@str, CHAR(13), ''), CHAR(10), '')**
- B. SELECT CONCAT(@str, '')
- C. SELECT TRIM(@str)
- D. SELECT REVERSE(@str)

Removing control characters from a string is addressed by replacing those specific characters with nothing. Carriage return and line feed are represented as CHAR(13) and CHAR(10) respectively. The expression does this in two steps: it first eliminates carriage returns, then removes line feeds, resulting in a string with both characters removed wherever they appear. This approach directly targets the characters you want to drop, so internal CR/LF sequences are cleaned out, not just at the ends. The other options don't achieve that: concatenation would add characters, TRIM removes only leading and trailing whitespace in most cases, and reversing would just flip the string. If available, a function like TRANSLATE can drop multiple characters in one call, but the nested REPLACE approach is a clear and portable way to remove both CR and LF.

8. On-Your-Behalf accounts deletions originate in?

- A. The child account and cascade to parent
- B. Any account in the hierarchy
- C. The top-level account only
- D. The parent account and cascade to child accounts**

In this setup, On-Your-Behalf accounts are organized in a hierarchy with a parent account at the top and child accounts beneath. The system is designed so that deletions must originate from that parent account, and then cascade down to all child accounts. This ensures a single, authoritative deletion that cleanly removes all related subaccounts and data, avoiding orphaned subaccounts or partial cleanup. It also gives the controlling (parent) account, typically the administrator or agency, the governance to approve and execute the full removal. Deleting from a child or from any lower level would risk incomplete cleanup, which is why the correct behavior is a parent-initiated deletion that cascades to the children.

9. Which data view lets you view impression data for content shared from your Marketing Cloud sends via Social Forward?

- A. SocialNetworkImpressions data view
- B. _Open data view
- C. _PublicationSubscriber data view
- D. _SMSSubscriptionLog data view

Impression data for content shared through Social Forward is captured in a data view built for social network engagement metrics. This data view specifically records how often a post distributed via Social Forward is shown on external networks, giving you visibility into reach and exposure across platforms like Facebook, Twitter, LinkedIn, and more. The other data views focus on different types of activity: Open tracks email opens, PublicationSubscriber relates to publication subscriptions or content portal interactions, and SMSSubscriptionLog logs SMS opt-in or unsubscribe events. None of these measure social impressions, which is why the social network impressions data view is the correct source for this information.

10. What is AMPScript usage for transactional messages?

- A. TriggeredSend object Create method
- B. TriggeredSend object InvokeCreate function
- C. REST API route /messageDefinitionSends
- D. Landing pages are not supported in Marketing Cloud

Transactional messages are delivered in real time through a Triggered Send. To trigger one from AMPScript, you use the TriggeredSend object and, specifically, the InvokeCreate function. You align the invocation with a pre-defined Triggered Send Definition (which links to the email content and the data context) and supply the subscriber data and any personalization attributes. Invoking the creation is what actually sends the message immediately; it activates the defined transactional send. Using a Create method would only set up or define the Triggered Send without delivering it. The REST API route /messageDefinitionSends is a way to trigger a transactional send from external systems, not from AMPScript. The statement about landing pages isn't the mechanism used for AMPScript transactional messages.

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://mktgclouddev.examzify.com>

We wish you the very best on your exam journey. You've got this!

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