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Marketing Cloud Developer

Training Program

The Salesforce Marketing Cloud Developer has experience configuring and customizing data for the Marketing Cloud. The developer is knowledgeable in subscriber management across channels and has the ability to troubleshoot various programmatic languages that guide the design of both tactical and strategic email campaigns. The Salesforce Marketing Cloud Developer has experience as a full-stack developer for Marketing Cloud creating personalized, dynamic messages, landing pages, making use of Marketing Cloud scripting languages, and is experienced with data configuration, manipulations, and advance segmentation, as well as reporting and analytics.

The Salesforce Marketing Cloud Developer candidate has the experience, skills, knowledge, and ability to:

- Configure and set up data models (data extensions, shared data extensions, Contact model).
- Configure data import.
- Work with customers and platform data (SQL, views, Send Log).
- Write basic SQL, including join statements.
- Create dynamic, personalized marketing assets using various scripting languages.
- Build Marketing Cloud web experience (data forms, custom preference pages).
- Explain subscription management.
- Work through and resolve scenarios using REST and SOAP API.
- Invest time in studying the resources listed in this Exam Guide and the additional required study materials provided by Salesforce.

A candidate for this exam is not expected to know MobilePush SDK, Journey Builder SDK, custom components, and how to configure Marketing Cloud Connect.

About the Exam

Read on for details about the Salesforce Marketing Cloud Developer exam.

- Content: 60 multiple-choice questions, up to 5 unscored questions
- Time allotted to complete the exam: 105 minutes
- Passing score: 63%
- Delivery options: Proctored exam delivered onsite at a testing center or in an online proctored environment.



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- References: No hard-copy or online materials may be referenced during the exam.
- Prerequisite: Salesforce Certified Marketing Cloud Email Specialist credential