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NEW QUESTION: 1

A developer wants to populate a data extension with information about all emails deployed in the last seven days. The data extension needs to contain JobID, EventDate, and the counts of how many emails were sent with each JobID.

Which data view is required to gather this information?

- A. Job
- B. Sent
- C. Journey
- D. Subscribers

Answer: (SHOW ANSWER)

The Sent data view contains records of all emails that have been sent, including details such as JobID, EventDate, and other relevant information. To gather the required information about emails deployed in the last seven days, the Sent data view should be used.

* Query Example:

```
SELECT JobID, EventDate, COUNT(*) as SentCount FROM _Sent WHERE EventDate >= DATEADD(day, -7, GETDATE()) GROUP BY JobID, EventDate
```

1: Salesforce Data Views

NEW QUESTION: 2

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_FROM_TRIGGER%%
- B. %%FILENAME_FROM_IMPORT%%
- C. %%TRIGGER_FILENAME%%
- D. %%FILENAME%%

Answer: (SHOW ANSWER)

NEW QUESTION: 3

A developer used LookupRowsto retrieve data when building a dynamic email.

What should be the next step before using this rowset within a FOR loop?

- A. Use Row to return a specific row of the rowset
- B. Set the rowset to a new array variable
- C. Close the delimited AMPscript Code Block
- D. Use RowCount to ensure the rowset contains data

Answer: D (LEAVE A REPLY)

After using LookupRows to retrieve data when building a dynamic email, the next step before using this rowset within a FOR loop is to use RowCount to ensure the rowset contains data (D). This validation ensures that there are rows to iterate over, preventing potential errors or empty iterations in the FOR loop.

Example:

```
SET @rows = LookupRows("DataExtensionName", "FieldName", "Value") SET @rowCount = RowCount (@rows) IF @rowCount > 0 THEN FOR @i = 1 TO @rowCount DO SET @row = Row(@rows, @i) /* process each row */ NEXT @i ENDIF
```

References:
Salesforce Marketing Cloud AMPscript Guide

AMPscript RowCount Function

NEW QUESTION: 4

When do synchronous REST API calls to Marketing Cloudtime out? Choose 2.

- A. 240 seconds for tracking and data retrieve operations.
- B. 300 seconds for tracking and data retrieve operations.
- C. 120 seconds for non-tracking operations.
- D. 240 seconds for non-tracking operations.

Answer: B,C (LEAVE A REPLY)

Synchronous REST API calls to Marketing Cloud have different timeout limits based on the type of operation:

* 300 seconds for tracking and data retrieve operations: These operations involve more extensive data processing, hence the higher timeout limit.

* 120 seconds for non-tracking operations: Standard non-tracking API calls have a shorter timeout limit.

NEW QUESTION: 5

NTO is using an asynchronous SOAP API call to the TriggerSend object to send order confirmation email to their customers. Which API object and attribute should be used to retrieve the status of the API call?

- A. Result Object and EmailAddress
- B. ResultItem Object and RequestID
- C. Result Object and ConservationID
- D. ResultItem Object and OrderID

Answer: B (LEAVE A REPLY)

NEW QUESTION: 6

A developer wants to build an email that dynamically populates the physical address of a company's locations using the variable ©address. The deployment goes to millions of subscribers and the developer wants the fastest possible performance.

Which AMPscript solution should be recommended?

- A. %: SET @address = Lookup("Building_locations", Address, "id"@id)] %%
- B. %%[SET @address = field(Lookcup("Building_Locations"/ "Address", "Id",@Id), "Address")]%%
- C. %%; SET @address = LookupRows(Building_Locations", "Address", "Id")]%%
- D. %% [SET @address - field(Row(LookupRows("Building_Locations", "Address","Id"), 1),"Address")]%%

Answer: B (LEAVE A REPLY)

NEW QUESTION: 7

A developer wants to implement a newsletter registration from on NTO's website. Prior to form submission, an email address provided by the visitor should be validated. Which option could be used to support this scenario?

- A. REST API, /address/v1/validateEmail route
- B. REST API, /messaging/v1/domainverification route
- C. SOAP API, Perform method with ValidationAction object
- D. SOAP API, Describe method with EmailAddress object

Answer: (SHOW ANSWER)

NEW QUESTION: 8

Which activity is required before a compressed file can be imported?

- A. Data Extract
- B. Decompress File
- C. File Transfer
- D. Import File

Answer: (SHOW ANSWER)

NEW QUESTION: 9

A developer wants to create a Send Log Data Extension to increase efficiency with tracking email sends.

Which two best practices should the developer remember when configuring the Send Log Data Extension? Choose 2 answers

- A. Create a number of fields equal to the fields in the source data extension.
- B. Limit custom fields in the data extension to 10 or fewer.
- C. Use Data Retention to limit the amount of data captured.
- D. Maximize the field size to accommodate all incoming data.

Answer: (SHOW ANSWER)

NEW QUESTION: 10

A company has chosen to use the REST API for triggered sends, but they continue to get the following error during their testing: "Unable to queue Triggered Send request. There are no valid subscribers."They were informed that the SOAP API provides more information about the error, and found that their payload did not include a required data extension field.

Which element of the SOAP API response provides this level of detail?

- A. ErrorDescription
- B. OverallStatus
- C. ErrorCode

Answer: (SHOW ANSWER)

In the SOAP API response, the element that provides detailed information about the error, including missing required data extension fields, is `isErrorDescription` (A). This element contains a description of the error, helping developers understand and resolve the issue.

References:

- * Salesforce Marketing Cloud SOAP API
- * SOAP API Error Handling

NEW QUESTION: 11

A developer wants to create a Synchronized Data Extension containing Lead data from Sales Cloud. They only want to include records which contain a phone number. Each of the following fields contains this information per these rules: -Phone is not blank (Data Type = Phone) -PhoneExists is true (Data Type = Boolean)

-ValidPhone is 'true' (Data Type = Formula(Boolean)) -ContactType equals 'Phone' (Data Type = Text).

Which field could be used to select a subset of records in the synchronization configuration?

- A. ValidPhone
- B. Phone
- C. ContactType
- D. PhoneExists

Answer: A (LEAVE A REPLY)

To select a subset of records that contain a phone number, the field that ensures the phone number is valid and non-blank should be used.

* ValidPhone Field: The ValidPhone field is a formula field that evaluates to 'true' if the phone number is valid. This ensures that only records with a valid phone number are included in the synchronization.

NEW QUESTION: 12

A developer wants to create an HTML table where rows will alternate background colors between white and red. The developer does not know how many rows will be sent within each email, and decides to use a loop and assigns the `RowCount()` of the table rows to the variable `@numerator`. What is the recommended AMPscript logic to determine the background color of each table row within the loop?

- A. `%%[IF DIVIDE(@numerator,2) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%`
- B. `%%[IF SUBSTRING(DIVIDE(@numerator,2),1) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%`
- C. `%%[IF MOD(@numerator,2) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%`
- D. `%%[IF @numerator/2 = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%`

Answer: A (LEAVE A REPLY)

NEW QUESTION: 13

A developer is implementing a custom profile center and using the `LogUnsubEvent` request. Which parameter is required for the event to be tied to the appropriate send?

- A. JobID
- B. ListID
- C. Unsub Reason
- D. SubscriberKey

Answer: A (LEAVE A REPLY)

The JobID parameter is required for the LogUnsubEvent request to be tied to the appropriate send. The JobID uniquely identifies the email job that was sent, allowing the system to accurately log the unsubscribe event for that specific send.

* JobID: This parameter ensures that the unsubscribe event is correctly associated with the email send job.

Salesforce LogUnsubEvent Documentation

NEW QUESTION: 14

* Certification Aid uses Marketing Cloud Connect and wants to create a lead capture form on a landing page. When a customer submits the form, a Lead record should be created in Salesforce. Which scripting language can be used for this? Choose 2.

A. SSJS to create Salesforce record, AMPscript for form handling.

B. AMPscript to create Salesforce record, SSJS for form handling.

C. SSJS for whole functionality.

D. AMPscript for whole functionality.

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 15

A developer needs to create a fully-branded CloudPage which includes images hosted in Content Builder. The developer wants to secure the page and its elements using the SSL protocol.

What is the minimum number of SSL certificates required?

A. Three

B. Two

C. None

D. One

Answer: D (LEAVE A REPLY)

To secure a CloudPage and its elements (such as images) using SSL, a single SSL certificate can be used if both the CloudPage and the images are hosted under the same domain. This SSL certificate ensures that all content served from that domain is encrypted and secure.

Salesforce SSL Certificates

NEW QUESTION: 16

Certification Aid created a journey and event definition in Marketing Cloud. Which of the following resources are relevant to inject Contacts into the journey using the REST API? Choose 2.

A. POST/eventDefinitions/key:{key} or /eventDefinitions/{id}

B. POST /interaction/v1/events

C. POST /interaction/v1/interactions/contactentry

D. GET /eventDefinitions/key:{key}

Answer: (SHOW ANSWER)

To inject contacts into a journey using the REST API, the correct endpoints involve the event definitions and events.

* POST /eventDefinitions/key:{key} or /eventDefinitions/{id}: This endpoint allows you to interact with event definitions by key or ID, which is essential for managing journey events.

* POST /interaction/v1/events: This endpoint is used to inject events into the journey, thus adding contacts to the journey based on the defined event.

1: Salesforce Journey Builder API

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NEW QUESTION: 17

A marketer is troubleshooting why an email send's tracking information is not available in Sales Cloud. The marketer confirms MarketingCloud 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

Answer: A (LEAVE A REPLY)

If the email send's tracking information is not available in Sales Cloud, the next step is to confirm that the audience was a Salesforce Data Extension containing the appropriate Salesforce ID (SFID).

* Salesforce Data Extension: Ensure that the data extension used for the send is a Salesforce Data Extension that includes the appropriate SFID for each subscriber. This is crucial for the integration to correctly match the tracking data with the Salesforce records.

1: Salesforce Marketing Cloud Connect Troubleshooting

NEW QUESTION: 18

A developer needs to identify all subscribers who were sent Job ID 420 but did not click any links.

Which SQL statement would produce the desired results?

- A.

```
SELECT s.SubscriberKey
FROM _Sent s
JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420
```
- B.

```
SELECT s.SubscriberKey
FROM _Sent s
LEFT JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420 AND c.SubscriberKey IS NULL
```
- C.

```
SELECT s.SubscriberKey
FROM _Sent s
JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420 AND c.SubscriberKey IS NULL
```
- D.

```
SELECT s.SubscriberKey
FROM _Sent s
LEFT JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420
```

Answer: C (LEAVE A REPLY)

To identify all subscribers who were sent Job ID 420 but did not click any links, the developer should use a SQL statement that selects subscribers from the _Sent Data View where the Job ID is 420 and excludes those who are found in the _Click Data View.

The correct SQL statement is:

```
SELECT s.SubscriberKey FROM _Sent s LEFT JOIN _Click c ON s.SubscriberKey=c.SubscriberKey AND s.JobID=c.JobID WHERE s.JobID='420' AND c.SubscriberKey IS NULL
```

This query performs a left join between the _Sent and _Click data views and filters the results to include only those subscribers who do not have a corresponding click record.

References:

- * Salesforce Marketing Cloud Data Views
- * SQL Join and Subquery Documentation

NEW QUESTION: 19

Which of the following statements are correct concerning Populations in Contact Builder? Choose 2.

- A. Populations are used to create largesubgroups Contacts.
- B. Populations need to be added to an Attribute Group.
- C. No more than three Populations should be created.
- D. Populations should be used for segmentation

Answer: B,C (LEAVE A REPLY)

Regarding Populations in Contact Builder:

- * Populations need to be added to an Attribute Group (B)- This is necessary to define the relationship between the population and the associated data extensions and attributes.
- * No more than three Populations should be created (C)- Creating more than three populations can lead to performance issues and complexity in managing contacts.

References:

- * Salesforce Marketing Cloud Contact Builder
- * Populations in Contact Builder

NEW QUESTION: 20

A developer needs to write AMPscript to ensure the expiration date on a coupon is the last day of the month. What would produce the desired result?

- A. Use the date format string for last day of month within FormatDate
- B. Add one month using DateAdd to now
- C. Add 30 days using DateAdd to now
- D. Find the first day of next month and subtract one day

Answer: D (LEAVE A REPLY)

NEW QUESTION: 21

In which three ways should a developer optimize a query activity if it is currently timing out? Choose 3

- A. Only update records that have changed since last execution
- B. Use intrinsic functions in the WHERE clause
- C. Use SELECT * to include all fields

D. Use Primary key(s) on fields used in joins

E. Use intermediate tables to stage data

Answer: A,D,E (LEAVE A REPLY)

NEW QUESTION: 22

Northern Trail Outfitters' legal team is concerned about the daily import process that brings in subscribers to a Sendable Data Extension, even when records have already been targeted for deletion.

Which two true expected behaviors for these records occur in the event a send is initiated directly to this Sendable Data Extension?

Choose 2 answers

A. Records still in the suppression phase will only be excluded if manually specified during send time.

B. Records still in the suppression phase will be excluded from sends.

C. Records that have already been deleted will be treated as new records.

D. Records that have been deleted will be excluded from sends indefinitely.

Answer: (SHOW ANSWER)

When a send is initiated directly to a Sendable Data Extension that includes records targeted for deletion, the following behaviors are expected:

* Records still in the suppression phase will be excluded from sends (B)- These records are in the process of being deleted and will not be included in the send.

* Records that have been deleted will be excluded from sends indefinitely (D)- Once records are deleted, they are permanently excluded from future sends.

References:

* Salesforce Marketing Cloud Contact Delete Process

* Contact Suppression and Deletion

NEW QUESTION: 23

A developer needs to add From Addresses to Marketing Cloud and wants to ensure they are verified before being used for sending.

Which two routes would allow this?

Choose 2 answers

A. POST /messaging/v1/domainverification

B. POST /messaging/v1/domainverification/bulk/insert

C. POST /messaging/v1/dataevents/domainverification

D. POST/messaging/v1/push/domain/verification

Answer: A,B (LEAVE A REPLY)

To add and verify From Addresses in Marketing Cloud, you can use the following routes:

* POST /messaging/v1/domainverification: This endpoint is used to verify a single domain.

* POST /messaging/v1/domainverification/bulk/insert: This endpoint is used to verify multiple domains in bulk.

1: Salesforce Domain Verification API

NEW QUESTION: 24

A data extension contains two fields which are being populated by a query activity. A third field has recently been added to the data extension.

Which SELECT statement is optimal for returning all of the columns in the data extension?

- A. SELECT field*
- B. SELECT *, field1, field2, field3
- C. SELECT*
- D. SELECT 22SE, field2, field3

Answer: C (LEAVE A REPLY)

The optimal SELECT statement for returning all columns in the data extension, including the newly added third field, is:
SELECT*

This statement ensures that all fields, including any new fields added to the data extension, are returned without needing to list them explicitly.

References:

- * Salesforce Marketing Cloud SQL Reference
- * Query Activity Best Practices

NEW QUESTION: 25

What parameter should a developer include to ensure the MobileConnect Contact is tied to the Email Contact when making a QueueMO call for an existing email subscriber?

- A. mobilenumbers
- B. phonenumber
- C. emailaddress
- D. subscribers

Answer: (SHOW ANSWER)

When making a QueueMO call for an existing email subscriber in MobileConnect, the developer should include the emailaddress (C) parameter. This ensures that the MobileConnect Contact is correctly tied to the corresponding Email Contact.

References:

- * Salesforce Marketing Cloud MobileConnect API
- * AMPscript and MobileConnect

NEW QUESTION: 26

New subscribers at Northern Trail Outfitters (NTO) are added to a data extension. NTO would like to send these subscribers a welcome series with Journey Builder.

What would allow the data extension to be selected for journey entry?

- A. The data extension must be configured for sending.
- B. The Triggered Send Template must be used to create the data extension.
- C. The data extension must contain a field of the EmailAddress data type.
- D. At least one Campaign must be associated to the data extension.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 27

A developer identified a use case where a triggered send of an email is needed. The developer already successfully set up authentication with a Client ID and Client Secret has used them in several REST calls. When the REST call is made, a "401 Unauthorized" error is returned. What is the first thing the developer should check?

- A. The email interaction has been started
- B. The send permissions have been granted for the Client ID and Client Secret within Installed Packages.
- C. The email interaction has been published.
- D. The automation permissions have been granted for the Client ID and Client Secret within Installed Packages.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 28

When do synchronous REST API calls to Marketing Cloud time out? Choose 2.

- A. 240 seconds for tracking and data retrieve operations.
- B. 120 seconds for non-tracking operations.
- C. 300 seconds for tracking and data retrieve operations.
- D. 240 seconds for non-tracking operations.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 29

A developer identified duplicate contacts and initiated a Contact Delete process for 10 million subscribers. How could the process be expedited?

- A. Delete any unnecessary Sendable Data Extensions
- B. Change the Suppression value to a larger value
- C. Manually delete subscribers in All Contacts
- D. Stop current delete process and delete smaller groups

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 30

A developer wants to populate a data extension with information about all emails deployed in the last seven days. The data extension needs to contain JobID, EventDate, and the counts of how many emails were sent with each JobID.

Which data view is required to gather this information?

- A. Job
- B. Sent
- C. Journey
- D. Subscribers

Answer: B ([LEAVE A REPLY](#))

TheSentdata view contains records of all emails that have been sent, including details such as JobID, EventDate, and other relevant information. To gather the required information about emails deployed in the last seven days, theSentdata view should be used.

* Query Example:

```
SELECT JobID, EventDate, COUNT(*) as SentCount FROM _Sent WHERE EventDate >= DATEADD(day, -7, GETDATE()) GROUP BY JobID, EventDate
```

NEW QUESTION: 31

A developer initiated a batch delete of Contacts in Contact Builder due to an import error during implementation. There are over two million records that need to be deleted.

Which two factors should be considered when batch deleting large volumes of contacts? Choose 2 answers

- A. The deletion process supersedes other automated account activities.
- B. To more quickly remove contact information, use the suppression period length of 14.
- C. Up to one million records can be deleted in each batch.
- D. The suppression status does not show for individual contacts until the entire batch processes.

Answer: A,D ([LEAVE A REPLY](#))

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NEW QUESTION: 32

From which business unit could the Contact Delete feature be used within an Enterprise 2.0 account?

- A. Any business unit
- B. The Parent account
- C. Only in Agency accounts
- D. The business unit where the contact was introduced

Answer: ([SHOW ANSWER](#))

In an Enterprise 2.0 account, the Contact Delete feature can only be used from the Parent account. This centralization ensures that contact deletion is managed consistently and in compliance with organizational policies.

References:

- * Salesforce Marketing Cloud Contact Builder
- * Contact Management in Enterprise 2.0

NEW QUESTION: 33

A company needs to retrieve a large number of rows from a DE via the API. Which two solutions would optimize the performance? Choose 2

- A. Use a SimpleFilterPart to retrieve small sets of relevant data.
- B. Use AMPscript API functions on a CloudPage
- C. Use the ContinueRequest feature
- D. Use the REST API instead of the SOAP API

Answer: A,C ([LEAVE A REPLY](#))

To optimize the performance when retrieving a large number of rows from a Data Extension via the API:

- * Use a SimpleFilterPart to retrieve small sets of relevant data (A)- This approach helps in fetching only the necessary data by applying filters, thus reducing the amount of data transferred and processed.
- * Use the ContinueRequest feature (C)- This feature in the SOAP API allows for pagination of results, making it possible to handle large sets of data in manageable chunks.

References:

- * Salesforce Marketing Cloud API
- * Salesforce Marketing Cloud ContinueRequest

NEW QUESTION: 34

A developer wants to extract tracking data from the Market Activity in the user interface.

Which option would be available to extract the data"?

- A.** Automation Studio
- B.** Journey Builder
- C.** REST API

Answer: A ([LEAVE A REPLY](#))

Automation Studio provides tools for extracting tracking data from the Marketing Cloud. This can be done using the Data Extract Activity, which allows you to extract various types of tracking data such as email send, open, and click information.

NEW QUESTION: 35

A developer created a landing page in CloudPages which return unique content when subscriber data is located on a related data extension. The developer does not know if all subscribers have rows in the related data extension, and want default content to render if no subscriber data is found on the related data extension. Which best practice should the developer follow to control the unique and default content?

- A.** Use the RowCount function and an IF statement
- B.** Use the LookupOrderRows and Row functions
- C.** Use the Lookup, Row and Field functions
- D.** Use the DataExtensionRowCount function

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 36

Which two AMPscript HTTP functions allow an OAuth token to be passed in a header?

Choose 2 answers

- A.** HTTPPost
- B.** HTTPPost2
- C.** HTTPGet
- D.** HTTPGet2

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 37

A developer wants to retrieve a row of data from a data extension using the SOAP API. Which API Object should be used for this call?

- A.** DataExtensionField

- B. DataExtension
- C. DataExtensionObject
- D. Row

Answer: C (LEAVE A REPLY)

To retrieve a row of data from a data extension using the SOAP API, the developer should use the DataExtensionObject API Object. This object allows for operations such as retrieving, updating, and inserting rows within a data extension.

References:

- * Salesforce Marketing Cloud SOAP API DataExtensionObject
- * Salesforce Marketing Cloud SOAP API Reference

NEW QUESTION: 38

A developer is leveraging the SOAP API to dynamically display Profile and PreferenceAttributes in a custom profile center. Which method could be used to support the dynamic functionality?

- A. Describe
- B. Extract
- C. Perform
- D. Configure

Answer: A (LEAVE A REPLY)

The Describe method in the SOAP API provides metadata about the objects available in the system, including Profile and Preference Attributes. This method can be used to dynamically retrieve and display these attributes in a custom profile center.

* Describe Method: This method returns the schema of the objects, including fields and their properties, which can be used to dynamically generate forms and interfaces.

NEW QUESTION: 39

Northern Trail Outfitters (NTO) wants to prevent competitors from receiving a coupon email. They also want to capture email addresses of competitors who are included in the targeted audience.

Which feature could NTO use to prevent the coupon from being sent and report the email addresses skipped?

- A. Auto-Suppression list
- B. RaiseError AMPscript function
- C. Exclusion Script
- D. Try/Catch SSJS functions

Answer: (SHOW ANSWER)

An Exclusion Script is used to exclude certain subscribers from an email send based on defined criteria. It can also log or capture details of those excluded addresses for reporting purposes.

* Exclusion Script: This script runs before the send and can dynamically exclude recipients based on logic you define. It allows you to prevent competitors from receiving the email and to log their email addresses.

NEW QUESTION: 40

Certification Aid wants to add records to a Data Extension using the SOAP API. Which object can be used for this? Choose 1.

- A. Attribute object
- B. Subscriber object

- C. DataExtension object
- D. DataExtensionObject object

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 41

A developer is querying data from the _Bounce data view and storing it in a data extension. They have found that sometimes the fields SMTPBounceReason and SMTPCode exceed the 4000-character limits for each field as specified in the DE schema. After consulting with the original requestor, it was decided that they could simply store the first 4000 characters for each of those fields.

Which SQL function could be used for this purpose?

- A. FIRST
- B. LEFT
- C. RIGHT

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 42

A developer is managing the data model programmatically and needs to access Attribute Group schema via the API. Which API should the developer use?

- A. Bulk
- B. SOAP
- C. XML
- D. REST

Answer: D ([LEAVE A REPLY](#))

To manage the data model programmatically and access the Attribute Group schema, the REST API should be used. The REST API provides endpoints to interact with and retrieve information about Attribute Groups and their schemas.

NEW QUESTION: 43

A developer identified a use case where a triggered send of an email is needed. The developer already successfully set up authentication with a Client ID and Client Secret and has used them in several REST calls.

When the REST call is made, a "401 Unauthorized" error is returned. What is the first thing the developer should check?

- A. The send permissions have been granted for the Client ID and Client Secret within Installed Packages.
- B. The email interaction has been started
- C. The automation permissions have been granted for the Client ID and Client Secret within Installed Packages.
- D. The email interaction has been published.

Answer: ([SHOW ANSWER](#))

A "401 Unauthorized" error typically indicates an issue with authentication or permissions. Since the Client ID and Client Secret have been successfully used in other REST calls, the most likely cause is insufficient permissions for sending emails.

* Check Send Permissions: Ensure that the appropriate permissions for sending emails have been granted to the Client ID and Client Secret in the Installed Packages. Without these permissions, the API call will fail with a 401 error.

NEW QUESTION: 44

New subscribers at Northern Trail Outfitters (NTO) are added to a data extension. NTO would like to send these subscribers a welcome series with Journey Builder.

What would allow the data extension to be selected for journey entry?

- A. At least one Campaign must be associated to the data extension.
- B. The Triggered Send Template must be used to create the data extension.
- C. The data extension must be configured for sending.
- D. The data extension must contain a field of theEmailAddress data type.

Answer: (SHOW ANSWER)

For a data extension to be selected for journey entry in Journey Builder, it must be configured for sending.

This configuration ensures that the data extension is recognized as a source for sending communications.

* Configure for Sending: When creating or editing a data extension, ensure that it is set as "Sendable." This involves specifying the appropriate fields for sending, such as Subscriber Key and Email Address.

1: Salesforce Journey Builder Data Extension Configuration

NEW QUESTION: 45

A developer is managing the data model programmatically and needs to access Attribute Group schema via the API. Which API should the developer use?

- A. Bulk
- B. REST
- C. XML
- D. SOAP

Answer: D (LEAVE A REPLY)

NEW QUESTION: 46

A customer wants to export send data to their SFTP. Which two automations would accomplish this? Choose 2

- A. Tracking Extract
- B. Query (Data Views) > Data Extension Extract > File Transfer
- C. Query (Data Views) > File Transfer
- D. Tracking Extract > File Transfer

Answer: B,D (LEAVE A REPLY)

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NEW QUESTION: 47

A developer wants to review the available properties for using the DataExtensionField SOAP API object.

Where could the developer find this information

- A. Open the Object Inspector in the Salesforce Developer Console
- B. Developer Center at <https://developer.salesforce.com>
- C. Contact Support and request the information

Answer: B (LEAVE A REPLY)

The developer can find information about the available properties for the DataExtensionField SOAP API object in the Developer Center at <https://developer.salesforce.com> (B). The Developer Center provides comprehensive documentation and reference materials for Salesforce APIs, including the SOAP API.

References:

- * Salesforce Developer Center
- * SOAP API DataExtensionField Object

NEW QUESTION: 48

Which two AMPscript HTTP functions allow an OAuth token to be passed in a header?

Choose 2 answers

- A. HTTPPost
- B. HTTPGet
- C. HTTPGet2
- D. HTTPPost2

Answer: C,D (LEAVE A REPLY)

The HTTPGet2 and HTTPPost2 functions in AMPscript allow you to include additional headers, such as an OAuth token, in your HTTP requests. These functions provide more flexibility for specifying custom headers compared to the standard HTTPGet and HTTPPost functions.

* Example:

```
SET @header = 'Authorization: Bearer your_oauth_token' SET @response = HTTPPost2("https://example.com/api", @header, "data=example")
```

NEW QUESTION: 49

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

Answer: D (LEAVE A REPLY)

Before importing zipped files into a Data Extension, a File Transfer activity is needed to unzip the files on the Marketing Cloud Enhanced FTP server. This activity moves and decompresses the files to make them available for import.

* File Transfer Activity: This activity is used to move files from one location to another and to unzip compressed files.

1: Salesforce File Transfer Activity

NEW QUESTION: 50

A marketer is planning a weekly promotional send.
Which two types of data extensions could be sent to?

Choose 2 answers

- A. Send Log Data Extension
- B. Sendable Data Extension
- C. Salesforce Data Extension
- D. Synchronized Data Extension

Answer: B,D ([LEAVE A REPLY](#))

NEW QUESTION: 51

When appending data to links via Web Analytics Connector, which parameter should be used to track subscriber behavior?

- A. Email Address
- B. Contact Key
- C. Subscriber Key
- D. Subscriber ID

Answer: ([SHOW ANSWER](#))

TheSubscriberKeyis the appropriate parameter to use when appending data to links via the Web Analytics Connector. This parameter uniquely identifies subscribers across all sends and ensures accurate tracking of subscriber behavior.

* Subscriber Key: A unique identifier for a subscriber that remains consistent across all data extensions and sends.

NEW QUESTION: 52

Which aspect should a developer consider before creating an Server-to-Server Installed Package and associated API Integration in Marketing Cloud?

- A. Using an Installed Package, APIs will have access to resources in all Business Units.
- B. Scope (Permissions) will be granted based on the User who is creating the Installed Package.
- C. Scope (Permissions) must be specifically granted when creating an API Integration component inside an Installed Package.

Answer: C ([LEAVE A REPLY](#))

When creating a Server-to-Server Installed Package and associated API Integration in Marketing Cloud, it is essential to grant specific scopes (permissions) to the API Integration component. This ensures that the integration has the necessary access to perform its tasks without granting unnecessary permissions.

NEW QUESTION: 53

Which programming language should be used in email messages? Choose 1.

- A. Both
- B. AMPscript only
- C. SSJS only
- D. Either AMPscript or SSJS

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 54

A developer wants to expand the functionality of existing code which was written in AMPscript, but prefers to use Server-Side JavaScript (SSJS) for updates.

Which SSJS statement will retrieve the value of the AMPscript variable named subKey?

- A. Var.Get("subKey");
- B. Variable.GetTVValue ("@subKey") ;
- C. Variable.SetValue("subKey", "Value");
- D. Var.Retrieve("@subKey");

Answer: A (LEAVE A REPLY)

To retrieve the value of the AMPscript variable named subKey in Server-Side JavaScript (SSJS), the following statement should be used:
Var.Get("subKey");

This statement retrieves the value of the specified AMPscript variable within SSJS.

References:

- * Salesforce Marketing Cloud SSJS Guide
- * AMPscript and SSJS Integration

NEW QUESTION: 55

NTO is reconsidering the requirement to have English, Spanish and French versions of their email campaigns. They request a developer to create a query which aggregates clicks grouped by language of the recipient. Language is stored in a Profile Attribute. Which two Data Views would be included in the query? Choose 2 answer

- A. _AllSubscribers
- B. _Subscribers
- C. _Subscribers
- D. _Click

Answer: (SHOW ANSWER)

NEW QUESTION: 56

A developer wants a link to be dynamic based on subscriber attributes. Rather than create numerous links, the developer uses AMPscript to set the link's value as a variable. The variable will be used within the <a> tag.

What should the developer do within the <a> tag to ensure clicks are tracked for the variable? Choose 2

- A. Wrap the variable in a RedirectTo function
- B. Ensure the Conversion attribute is 'true'
- C. Wrap the variable in a v function
- D. Include a variable for the Alias attribute

Answer: (SHOW ANSWER)

To ensure that clicks are tracked for a dynamic link created using AMPscript, the developer should wrap the link variable in a RedirectTo function and include an alias attribute for tracking purposes.

* RedirectTo Function: This function helps ensure that the link click is properly tracked by Salesforce Marketing Cloud (SFMC). The function takes a URL and ensures that tracking parameters are appended correctly.

```
%%[ SET @dynamicLink = "http://example.com/?id=" + AttributeValue("SubscriberID") ]%% <a href="%%  
=RedirectTo(@dynamicLink)=%%">Click Here</a>
```

1: Salesforce AMPscript Functions - RedirectTo

Alias Attribute: Including an alias attribute provides a way to label the link, which assists in tracking and reporting.

`Click Here` Reference: Salesforce Documentation on Link Alias

NEW QUESTION: 57

How can subscriber, system, and sendable Data Extension attributes be referenced for content personalization using SSJS? Choose 1.

- A. `<ctrl:attribute name="attributeName" />`
- B. `<field name="attributeName" />`
- C. `<ctrl:var name="attributeName" />`
- D. `<ctrl:field name="attributeName" />`

Answer: [\(SHOW ANSWER\)](#)

NEW QUESTION: 58

A developer needs to identify all subscribers who were sent Job ID 420 but did not click any links. Which SQL statement would produce the desired results?

- A.

```
SELECT s.SubscriberKey
FROM _Sent s
JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420
```
- B.

```
SELECT s.SubscriberKey
FROM _Sent s
LEFT JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420 AND c.SubscriberKey IS NULL
```
- C.

```
SELECT s.SubscriberKey
FROM _Sent s
LEFT JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420
```
- D.

```
SELECT s.SubscriberKey
FROM _Sent s
JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420 AND c.SubscriberKey IS NULL
```

Answer: [D \(LEAVE A REPLY\)](#)

NEW QUESTION: 59

Certification Aid wants to include SSJS in an email message. Which code block can be used for this? Choose 2.

- A. `<script runat=server></script>`
- B. `<script language=ssjs></script>`
- C. `<script runat=server language=javascript></script>`
- D. `<script language=javascript></script>`

Answer: [A,C \(LEAVE A REPLY\)](#)

To include Server-Side JavaScript (SSJS) in an email message, you need to use the `<script>` tag with the `runat="server"` attribute. This ensures that the script runs on the server side before the email is sent.

* `<script runat=server></script>`: This is a valid way to include SSJS in an email. It specifies that the enclosed code should be executed on the server.

```
<script runat="server"> Platform.Load("Core","1"); var rows = Platform.Function.LookupRows ("DataExtensionName", "EmailAddress", "example@example.com"); </script>
```

1: Salesforce SSJS Documentation

<script runat=server language=javascript></script>: This is another valid syntax. It specifies that the code within the script tag is JavaScript and should run on the server.

```
<script runat="server" language="javascript"> Platform.Load("Core","1"); var rows = Platform.Function.LookupRows("DataExtensionName", "EmailAddress", "example@example.com"); </script>
```

 Reference: Salesforce SSJS Documentation

NEW QUESTION: 60

A developer is configuring a File Drop Automation and wants to use a Filename Pattern to allow for timestamps on the file. The file name will always start with the month and day (e.g. MAY15) the file is dropped onto the SFTP site.

Which two configurations should be used for the automation to successfully start? Choose 2 answers

- A. Begins With operator
- B. Ends With operator
- C. %%Month%%%%Day%°/o
- D. %%MMMMdd%%

Answer: A,C ([LEAVE A REPLY](#))

NEW QUESTION: 61

Certification Aid wants to import an encrypted CSV file from the Marketing Cloud Enhanced FTP server.

Which two File Transfer activities are needed to achieve this? Choose 2.

- A. To decrypt the import file on the Enhanced FTP server.
- B. To move the import file from the Safehouse to Marketing Cloud.
- C. To decrypt the import file on the Safehouse.
- D. To move the import file from the Enhanced FTP server to the Safehouse

Answer: C,D ([LEAVE A REPLY](#))

When importing an encrypted file from the Enhanced FTP server, you need to move the file to the Safehouse first, and then decrypt it within the Safehouse.

* Move to Safehouse: Use a File Transfer activity to move the encrypted file from the Enhanced FTP server to the Safehouse.

* Decrypt in Safehouse: Use another File Transfer activity to decrypt the file within the Safehouse.

1: Salesforce File Transfer Activities

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NEW QUESTION: 62

Contact Builder can be used to create a relational model of an organization's data within Marketing Cloud. Which three factors should be taken into consideration when preparing data to be used in Contact Builder? Choose 3 answer

- A. Normalizing data to reduce redundancy
- B. Verifying each data extension has the required Email Address field populated
- C. Verifying data address marketing needs
- D. Verifying all data extensions have a sendable value
- E. Assigning data relationships and primary keys across all channels

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 63

A developer wants to transform the date and time 'Data_Enrolled' from Daylight Savings time. How would the developer change the time to fall back one hour?

- A. `%%=DataAdd(Date_Enrolled,-1)=%%`
- B. `%%=DateAdd(Date_Enrolled,-1 'H')=%%`
- C. `%%=DateDiff(Date_Enrolled, 1,'H')=%%`
- D. `%%=FormatDate(Date_Enrolled,-1,'HH','en-us')=%%`

Answer: ([SHOW ANSWER](#))

To transform the date and time 'Data_Enrolled' from Daylight Savings time and fall back one hour, the developer should use the following AMPscript function:

```
%%=DateAdd(Data_Enrolled, -1, 'H')=%%
```

This function subtracts one hour from the 'Data_Enrolled' date and time.

References:

- * Salesforce Marketing Cloud AMPscript Date Functions
- * Salesforce Marketing Cloud Documentation

NEW QUESTION: 64

Northern Trail Outfitters' account is configured with two child BU(s): US and Global. The account has a dataextension in the Shared Data Extensions folder named 'MemberData'. This data extension contains basic address information, as well as Boolean fields labeled 'US' and 'Global' indicating to which business unit the subscriber belongs. Automation needs to be created in the US business unit to query all records in New York who are members of the business unit US.

```
SELECT * FROM MemberData WHERE State = 'NY' AND US = 1
```

What would cause this query to report the following error: "An error occurred while checking the query syntax. Errors: MemberData is not a known data extension or system data view. You can only query existing data extensions or system data views."?

- A. Incorrect syntax; Query Activities are written in SOQL
- B. MemberData should be prefixed with ENT
- C. Query should check for a US value of True'
- D. Query Activities cannot use the " wildcard

Answer: B ([LEAVE A REPLY](#))

In an Enterprise 2.0 account, when querying shared data extensions from a child business unit, the data extension name should be prefixed with 'ENT.' to indicate it resides in the shared data extensions folder.

* Correct Query:

```
SELECT * FROM ENT.MemberData WHERE State = 'NY' AND US = 1
```

1: Salesforce Shared Data Extensions

NEW QUESTION: 65

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

Answer: D (LEAVE A REPLY)

Before importing zipped files into a Data Extension, a File Transfer activity is needed to unzip the files on the Marketing Cloud Enhanced FTP server. This activity moves and decompresses the files to make them available for import.

* File Transfer Activity: This activity is used to move files from one location to another and to unzip compressed files.

NEW QUESTION: 66

A developer used LookupRows to retrieve data when building a dynamic email.

What should be the next step before using this rowset within a FOR loop?

- A. Use Row to return a specific row of the rowset
- B. Set the rowset to a new array variable
- C. Use RowCount to ensure the rowset contains data
- D. Close the delimited AMPscript Code Block

Answer: C (LEAVE A REPLY)

NEW QUESTION: 67

NTO wants to exclude sending an email at send time to those with a record on the 'Exclude' Data Extension. The primary key on this data extension is Subscriber Key.

How would a developer write the Exclusion Script?

- A. Lookup ('Exclude','EmailAddress','SubscriberKey',SubscriberKey)
- B. Lookup ('Exclude','SubscriberKey', 'EmailAddress', emailaddr_)
- C. Rowcount (LookupRows('Exclude',SubscriberKey,_SubscriberKey) >0)
- D. Rowcount (LookupRows('Exclude','SubscriberKey,_SubscriberKey) >1)

Answer: C (LEAVE A REPLY)

NEW QUESTION: 68

Northern Trails Outfitters (NTO) has a sendable data extension with 1,500,000 contact records they want to delete.

Which step is required before deleting the contacts?

- A. Query the records into a new sendable data extension and delete it
- B. Navigate to Email Studio and delete the data extension
- C. Navigate to Contact Builder and delete the data extension
- D. Divide the records in half and delete each resulting data extension

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 69

A developer is building an integration with the Marketing Cloud API. Which configuration should be used for the API integration component in the associated Installed Package?

- A. Select the minimum required scope for the integration
- B. Select all available options to enable package reuse for the future integrations
- C. Select the 'Require Secret for Web Flow' option
- D. Select the 'Admin-approved users are pre-authorized' option under Permitted Users.

Answer: A ([LEAVE A REPLY](#))

When configuring an API integration component in an Installed Package, it is best practice to select the minimum required scope for the integration. This approach ensures that the integration has only the necessary permissions, enhancing security by limiting access to only what is required.

* Minimum Required Scope: Selecting only the scopes that are necessary for the integration helps maintain a secure and controlled environment.

NEW QUESTION: 70

A developer used `LookupRowsto` retrieve data when building a dynamic email.

What should be the next step before using this rowset within a FOR loop?

- A. Use `Row` to return a specific row of the rowset
- B. Set the rowset to a new array variable
- C. Close the delimited AMPscript Code Block
- D. Use `RowCount` to ensure the rowset contains data

Answer: D ([LEAVE A REPLY](#))

After using `LookupRowsto` retrieve data when building a dynamic email, the next step before using this rowset within a FOR loop is to use `RowCount` to ensure the rowset contains data (D). This validation ensures that there are rows to iterate over, preventing potential errors or empty iterations in the FOR loop.

Example:

```
SET @rows = LookupRows("DataExtensionName", "FieldName", "Value") SET @rowCount = RowCount(@rows) IF @rowCount > 0 THEN FOR @i = 1 TO @rowCount DO SET @row = Row(@rows, @i) /* process each row */ NEXT @i ENDIF
```

References:

- * Salesforce Marketing Cloud AMPscript Guide
- * AMPscript RowCount Function

NEW QUESTION: 71

Certification Aid wants to create Contacts in Marketing Cloud via API calls. Which API should be used for this? Choose 2.

- A. POST `/contacts/v1/contacts` route
- B. SOAP API
- C. REST API
- D. Contact object

Answer: (SHOW ANSWER)

To create contacts in Marketing Cloud via API calls, both the REST API and the specific POST route for contacts can be used:

* POST /contacts/v1/contacts route: This is a specific REST API endpoint designed to create new contacts in Marketing Cloud.

* REST API: The broader REST API provides various endpoints for managing contacts, including creation, updating, and deletion.

NEW QUESTION: 72

A developer started a Contact Delete process that is now complete.

In which two places would the Contact Delete process remove data? Choose 2 answers

A. Non-Sendable Data Extensions

B. Sendable Data Extensions

C. Mobile Lists

D. Import Files on the Enhanced SFTP

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 73

A developer wants to programmatically inject Contacts into a journey via REST API. What is the recommended route using POST data extension fields and values?

A. /contacts/v1/contactEvents

B. /interaction/v1/eventDefinitions

C. /interaction/v1/interactions

D. /interaction/v1/events

Answer: D (LEAVE A REPLY)

NEW QUESTION: 74

A developer needs to determine why a Query Activity in an Automation has failed.

Which three scenarios could have caused this? Choose 3 answers

A. The query results in duplicate rows not allowed by the primary key.

B. The query is returning more than one million rows.

C. The query takes more than 60 minutes to run.

D. The query is not returning a value for a non-nullable field.

E. The query is inserting a value that is larger than the size of a field.

Answer: (SHOW ANSWER)

NEW QUESTION: 75

Northern Trail Outfitters sends a weekly email with dynamic content, and they want to record custom data inside a send log on each send to record what content was displayed and correlation flags.

What is the maximum number of custom data points recommended by Salesforce to ensure sends speeds are not affected when inserting into the built-in send log?

A. No limit

B. 5 fields or less

C. 20 fields or less

D. 10 fields or less

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 76

A marketer is troubleshooting why an email send's tracking information is not available in Sales Cloud. The marketer confirms MarketingCloud 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

Answer: A ([LEAVE A REPLY](#))

If the email send's tracking information is not available in Sales Cloud, the next step is to confirm that the audience was a Salesforce Data Extension containing the appropriate Salesforce ID (SFID).

* Salesforce Data Extension: Ensure that the data extension used for the send is a Salesforce Data Extension that includes the appropriate SFID for each subscriber. This is crucial for the integration to correctly match the tracking data with the Salesforce records.

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NEW QUESTION: 77

What is the operational order of the Contact Delete process for Marketing Cloud?

A. Delete initiated > Final deletion

B. Delete initiated > Final deletion > Suppression phase

C. Data identified > Suppression phase > Delete initiated > Account page

D. Delete initiated > Suppression phase > Final Deletion

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 78

A developer wants to write a query to compile data originating from an HTML form so it can be exported in CSV format. However, the source data extension may contain line breaks within the Comments field, which makes it difficult to read and sort the resulting CSV. Which SQL functions could be used to change each line break to a single space?

A. FORMAT and SPACE

B. REPLACE and CHAR

C. LTRIM and RTRIM

D. REPLICATE and NCHAR

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 79

Which action could the RaiseError AMPscript function be configured to perform?

- A. Delete the subscriber record
- B. Update the subscriber's status
- C. Log the source of the error

Answer: C ([LEAVE A REPLY](#))

The RaiseError AMPscript function can be configured to log the source of the error. This allows administrators to quickly identify the cause of an issue and take the necessary steps to fix it.

NEW QUESTION: 80

A developer is building a landing page in Marketing Cloud and an email with a Call-To page will display personal information about the subscriber.

In which way could the developer create the CTA link?

- A. Use the AMPscript CloudPagesURLfunction.
- B. Append EmailAddress to the URL as an encoded parameter.
- C. Append SubscriberKey to the URL as an encoded parameter.

Answer: A ([LEAVE A REPLY](#))

To create a Call-To-Action (CTA) link in an email that will display personal information about the subscriber on a landing page, the developer should use the AMPscript CloudPagesURL function (A). This function generates a URL for a CloudPage and can include parameters such as SubscriberKey or EmailAddress, which will be passed to the landing page securely.

Example usage:

```
rectTo(@url)=%%">View Your Information</a>
```

This ensures that the SubscriberKey is securely passed to the CloudPage without exposing it directly in the URL.

References:

- * Salesforce Marketing Cloud AMPscript Guide: CloudPagesURL
- * Salesforce Marketing Cloud Documentation

NEW QUESTION: 81

Certification Aid wants to include SSJS in an email message. Which code block can be used for this? Choose 2.

- A. `<script runat=server></script>`
- B. `<script language=ssjs></script>`
- C. `<script language=javascript></script>`
- D. `<script runat=serverlanguage=javascript></script>`

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 82

From which business unit could the Contact Delete feature be used within an Enterprise 2.0 account?

- A. Any business unit

- B. Only in Agency accounts
- C. The business unit where the contact was introduced
- D. The Parent account

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 83

A developer is creating a custom preference center and wants to log unsubscribe events from the CloudPage.

Which set of parameters should be captured and provided to the LongUnsubEvent Execute Call to ensure accurate unsubscribe information?

- A. SubscriberID and BatchID
- B. SubscriberKey and JobID
- C. EmailAddress and JobID
- D. SubscriberKey and BatchID

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 84

An UpdateDE AMPscript function is used to update a column value in a data extension row when an email is sent. The email is being sent to 250,000 subscribers, but the user decides to cancel the send during the sending process and only 400 emails are sent.

How many subscriber rows would be affected by the UpdateDE function?

- A. No rows are updated
- B. All 250,000 subscribers
- C. 400 subscribers who were sent the email
- D. Only subscribers who exist in All Subscribers

Answer: C ([LEAVE A REPLY](#))

TheUpdateDEfunction in AMPscript updates the data extension rows as the emails are being sent. If the send is canceled and only 400 emails are sent, then only the 400 subscribers who received the email will have their data extension rows updated by theUpdateDEfunction.

NEW QUESTION: 85

Which programming language should be used in email messages? Choose 1.

- A. AMPscript only
- B. Both
- C. Either AMPscript or SSJS
- D. SSJS only

Answer: ([SHOW ANSWER](#))

In Salesforce Marketing Cloud, you can use either AMPscript or Server-Side JavaScript (SSJS) in email messages. Both languages are supported and can be used to manipulate data, create dynamic content, and perform other server-side operations.

NEW QUESTION: 86

New subscribers at Northern Trail Outfitters (NTO) are added to a data extension. NTO would like to send these subscribers a welcome series with Journey Builder.

What would allow the data extension to be selected for journey entry'

- A. At least one Campaign must be associated to the data extension.
- B. The Triggered Send Template must be used to create the data extension.
- C. The data extension must be configured for sending.
- D. The data extension must contain a field of theEmailAddress data type.

Answer: (SHOW ANSWER)

For a data extension to be selected for journey entry in Journey Builder, it must be configured for sending.

This configuration ensures that the data extension is recognized as a source for sending communications.

* Configure for Sending: When creating or editing a data extension, ensure that it is set as "Sendable." This involves specifying the appropriate fields for sending, such as Subscriber Key and Email Address.

NEW QUESTION: 87

A developer needs to configure an Email Send Logging Data Extension for a new business unit. Which option should be used?

- A. Create and ensure it has the name "Send Log"
- B. Salesforce Support should create the data extension
- C. Create from a copy of an existing Send Log in another business unit
- D. Create using the SendLog Data ExtensionTemplate

Answer: D (LEAVE A REPLY)

To configure an Email Send Logging Data Extension for a new business unit, the recommended approach is to use the SendLog Data Extension Template. This ensures that all necessary fields and configurations are correctly set up to log email send data.

* SendLog Data Extension Template: This template includes predefined fields and settings that are required for logging email sends.

Using this template ensures that the data extension is set up correctly for tracking send logs.

* Go to Email Studio -> Subscribers -> Data Extensions.

* Click on "Create".

* Choose "Create from Template" and select the "SendLog" template.

* Follow the prompts to configure and save the new Send Log data extension.

1: Salesforce Email Send Logging

NEW QUESTION: 88

A developer is querying data from the _Bounce data view and storing it in a data extension. They have found that sometimes the fields SMTPBounceReason and SMTPCode exceed the 4000-character limits for each field as specified in the DE schema. After consulting with the original requestor, it was decided that they could simply store the first 4000 characters for each of those fields.

Which SQL function could be used for this purpose?

- A. RIGHT
- B. FIRST
- C. LEFT

Answer: C (LEAVE A REPLY)

To store only the first 4000 characters of the fields SMTPBounceReason and SMTPCode in a data extension, the developer should use the LEFT (C) SQL function. This function returns the specified number of characters from the beginning of a string.

Example:

```
SELECT SubscriberKey, LEFT(SMTPBounceReason, 4000) AS SMTPBounceReason, LEFT(SMTPCode,
```

4000) AS SMTPCode FROM _Bounce

References:

SQL LEFT Function

Salesforce Marketing Cloud SQL Reference

NEW QUESTION: 89

A developer wants to create a Send Log Data Extension to increase efficiency with tracking email sends.

Which two best practices should the developer remember when configuring the Send Log Data Extension?

Choose 2 answers

- A. Create a number of fields equal to the fields in the source data extension.
- B. Limit custom fields in the data extension to 10 or fewer.
- C. Use Data Retention to limit the amount of data captured.
- D. Maximize the field size to accommodate all incoming data.

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 90

A field value returned from a DE lookup contains a tab-delimited list of values. Which AMPscript function could easily determine if a specific text string exist anywhere in the list?

- A. Substring
- B. BuildRowSetFromString
- C. IndexOf
- D. Length

Answer: B (LEAVE A REPLY)

To determine if a specific text string exists in a tab-delimited list of values, the BuildRowSetFromString AMPscript function is the most appropriate. This function splits the string into a rowset, making it easier to search for the specific text.

* BuildRowSetFromString Function: This function converts a delimited string into a rowset, which can then be iterated over or searched using other AMPscript functions.

```
SET @values = "val1\tval2\tval3" SET @rowset = BuildRowSetFromString(@values, "\t") SET @rowCount  
= RowCount(@rowset) SET @found = "false" FOR @i = 1 TO @rowCount DO SET @row = Row (@rowset, @i) SET @value =  
Field(@row, 1) IF @value == "specificText" THEN SET @found = "true" /* exit the loop if found */ BREAK ENDIF NEXT @i
```

Salesforce AMPscript Function Reference

NEW QUESTION: 91

A developer wants to create a Synchronized Data Extension containing Lead data from Sales Cloud. They only want to include record which contain a phone number. Each of the following field contains this information per these rules: -Phone is not black (Data Type = Phone) -PhoneExist is true (Data Type = Boolean) -ValidPhone is 'true' (Data Type = Formula(Boolean)) -ContactType equals 'Phone' (Data Type = Text). Which field could be used to select a subset of records in the synchronization configuration?

- A. ContactType
- B. ValidPhone
- C. PhoneExists
- D. Phone

Answer: C (LEAVE A REPLY)

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NEW QUESTION: 92

A developer wants to expand the functionality of existing code which was written in AMPscript, but prefers to use Server-Side JavaScript (SSJS) for updates.

Which SSJS statement will retrieve the value of the AMPscript variable named subKey?

- A. Var.Retrieve("@subKey");
- B. Variable.SetValue("subKey", "Value");
- C. Var.Get("subKey");
- D. Variable.GetTVValue ("@subKey") ;

Answer: (SHOW ANSWER)

NEW QUESTION: 93

A marketer is planning a weekly promotional send.

Which two types of data extensions could be sent to?

Choose 2 answers

- A. Synchronized Data Extension
- B. Sendable Data Extension
- C. Salesforce Data Extension
- D. Send Log Data Extension

Answer: (SHOW ANSWER)

For a weekly promotional send, the marketer can use:

* Sendable Data Extension: These are standard data extensions that are configured for sending and contain the necessary fields like Email Address and Subscriber Key.

* Salesforce Data Extension: These are data extensions that are synchronized with Salesforce objects and can be used for sending emails.

1: Salesforce Data Extensions

NEW QUESTION: 94

How many month of data can a developer query from the tracking data views (_Sent, _Open, _Click)?

- A. Six Months
- B. One Month
- C. 12 Months

D. There is no limit

Answer: A (LEAVE A REPLY)

The tracking data views in Salesforce Marketing Cloud, such as `_Sent`, `_Open`, and `_Click`, store data for a limited period.

* Data Retention Period: Salesforce Marketing Cloud retains tracking data for up to six months in the data views. This means that developers can query up to six months of tracking data using these views.

1: Salesforce Marketing Cloud Data Views

NEW QUESTION: 95

Which activity is required before a compressed file can be imported?

A. File Transfer

B. Import File

C. Decompress File

D. Data Extract

Answer: B (LEAVE A REPLY)

NEW QUESTION: 96

Northern Trail Outfitters (NTO) wants to determine the best identifier for subscribers across all channels.

What should be recommended?

A. Email Address

B. Mobile ID

C. Contact Key

D. Subscriber ID

Answer: C (LEAVE A REPLY)

NEW QUESTION: 97

A developer wants to build an audience by identifying subscribers who opened a specific email. Which query should the developer use?

A. `SELECT SubscriberKey FROM _Open WHERE JobID = '1234'`

B. `SELECT * FROM _Open WHERE JobID = "1234"`

C. `SELECT * FROM _Open WHERE ListID = '1234'`

D. `SELECT SubscriberID FROM _Open WHERE JobID = "1234"`

Answer: A (LEAVE A REPLY)

NEW QUESTION: 98

A developer receives Error Code 5 when performing a SOAP API call. The error states: "Cannot Perform 'Post' on objects of type 'SentEvent'".

What could be the issue?

A. It may be a temporary network issue.

B. The authentication token has expired.

C. SOAP does not support POST; use REST

D. 'SentEvent' is not able to be updated using SOAP.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 99

Certification Aid wants to import an encrypted CSV file from the Marketing Cloud Enhanced FTP server.

Which two File Transfer activities are needed to achieve this? Choose 2.

- A. To decrypt the import file on the Enhanced FTP server.
- B. To move the import file from the Safehouse to Marketing Cloud.
- C. To decrypt the import file on the Safehouse.
- D. To move the import file from the Enhanced FTP server to the Safehouse

Answer: C,D (LEAVE A REPLY)

When importing an encrypted file from the Enhanced FTP server, you need to move the file to the Safehouse first, and then decrypt it within the Safehouse.

- * Move to Safehouse: Use a File Transfer activity to move the encrypted file from the Enhanced FTP server to the Safehouse.
- * Decrypt in Safehouse: Use another File Transfer activity to decrypt the file within the Safehouse.

NEW QUESTION: 100

NTO had an Enterprise 2.0 account; subscribers unsubscribe from the business unit only. A developer is identifying subscribers who unsubscribed from any of the NTO child business units. Which method would identify the most accurate status for subscribers of each business unit?

- A. Create Data Extract of all Subscribers within the Parent Business unit
- B. Create Data Extracts of All Subscribers within each Child business unit
- C. Query unsubscribed from _Subscribers within the Parent business unit
- D. Query status from _ListSubscribers within the Parent business unit

Answer: B (LEAVE A REPLY)

To accurately identify subscribers who have unsubscribed from any of the child business units in an Enterprise 2.0 account, it is necessary to create data extracts of all subscribers within each child business unit. This approach ensures that unsubscribes specific to each business unit are captured.

- * Data Extracts: By creating data extracts within each child business unit, you can gather comprehensive unsubscribe data for all subscribers specific to each unit.

NEW QUESTION: 101

A developer wants to expand their knowledge of Query Activities. They want to identify email addresses that have bounced in the last 30 days, along with the Bounce Reason and some additional subscriber specific data; however, the SQL they have written does not return any records. Below is the SQL statement:

```
SELECT s.EmailAddress, s.SubscriberKey, b.JobID, b.EventDate, b.SMTPBounceReason
FROM _Subscribers s JOIN _Bounce b ON s.EmailAddress = b.EmailAddress
WHERE b.EventDate > DateAdd(DAY, -30, GETDATE())
```

What updates should be made to ensure this SQL statement returns the desired results?

- A. Marketing Cloud does not allow DateAdd functions in Query Activities. They should define a specific date.
- B. Marketing Cloud _Bounce data view does not contain EmailAddress. They should join on SubscriberID.
- C. Marketing Cloud Data Views only hold 20 days worth of data. They should narrow scope of DateAdd function.
- D. Marketing Cloud does not allow use of GETDATE function. They should define a specific date.

Answer: B (LEAVE A REPLY)

The SQL statement in question does not return any records because it is joining on the EmailAddress field, which is not present in the _Bounce Data View. The correct approach is to join using the SubscriberKey (or SubscriberID). Here is the corrected SQL statement:

```
SELECT s.EmailAddress, s.SubscriberKey, b.JobID, b.EventDate, b.SMTPBounceReason FROM
_Subscribers s JOIN _Bounce b ON s.SubscriberKey = b.SubscriberKey WHERE b.EventDate > DateAdd (DAY, -30, GETDATE())
```

This ensures that the join is based on the SubscriberKey, which is a common field in both data views.

References:

Salesforce Marketing Cloud Data Views

Query Activity Best Practices

NEW QUESTION: 102

In which three ways should a developer optimize a query activity if it is currently timing out? Choose 3

- A. Use intrinsic functions in the WHERE clause
- B. Use SELECT * to include all fields
- C. Use Primary key(s) on fields used in joins
- D. Use intermediate tables to stage data
- E. Only update records that have changed since last execution

Answer: C,D,E (LEAVE A REPLY)

To optimize a query activity that is currently timing out, a developer can use the following strategies:

- * Use Primary key(s) on fields used in joins (C)- Ensures that the join operations are efficient by utilizing indexed fields.
- * Use intermediate tables to stage data (D)- Breaks down complex queries into simpler steps, improving manageability and performance.
- * Only update records that have changed since last execution (E)- Reduces the amount of data processed by focusing only on changes since the last query run.

References:

* Salesforce Marketing Cloud SQL Optimization

* Query Activity Best Practices

NEW QUESTION: 103

Which programming language should be used in email messages? Choose 1.

- A. AMPscript only
- B. Both
- C. Either AMPscript or SSJS
- D. SSJS only

Answer: C (LEAVE A REPLY)

In Salesforce Marketing Cloud, you can use either AMPscript or Server-Side JavaScript (SSJS) in email messages. Both languages are supported and can be used to manipulate data, create dynamic content, and perform other server-side operations.

1: Salesforce Programming Languages in Emails

NEW QUESTION: 104

A developer needs to use the 'contacts/' route of the REST API to update records in a data extension.

What should the developer verify before making the API call?

- A. The data extension should be linked in an Attribute Group in Contact Builder.
- B. Journey Builder should be configured to use the data extension.
- C. Contact Key should be equal to Subscriber Key in the underlying data extensions to ensure proper joining.
- D. Each contact should already exist in All Subscribers.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 105

A developer has a text field in a data extension they want to format using the FormatCurrency AMPscript function. Which two values would return \$6.96? Choose 2

- A. 6,961
- B. 6.96
- C. \$6.96
- D. 6.96

Answer: (SHOW ANSWER)

The FormatCurrency AMPscript function is used to format a numeric value as a currency. To return a value of \$6.96, the function would correctly format inputs like:

- * 6.96 (B) - This is a direct numeric value that will be formatted to \$6.96.
- * 6.96 (D) - Same as above, the numeric value is directly formatted to \$6.96.

Using FormatCurrency(6.96) in AMPscript will result in \$6.96.

References:

Salesforce Marketing Cloud Documentation on FormatCurrency
AMPscript Guide

NEW QUESTION: 106

A developer needs to import a file nightly that will be used for multiple SQL Query Activities. The file could arrive any time between 2 a.m. and 5 a.m., and one of the requirements is that there is a unique file name for each import, rather than overwriting the file on the FTP site.

Which action should be configured?

- A. File Drop Automation
- B. Scheduled Automation
- C. Dynamic File Import

Answer: B ([LEAVE A REPLY](#))

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NEW QUESTION: 107

A developer is using the REST Authorization 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

Answer: D ([LEAVE A REPLY](#))

When using the REST Authorization Service to obtain an OAuth access token, the standard method to include this token in subsequent API requests is by adding it to the Authorization header with the Bearer scheme.

* Correct Method: Authorization: Bearer YOUR_ACCESS_TOKEN

* This format is a standard practice for OAuth 2.0 token usage.

1: Salesforce Authentication and Access Tokens

NEW QUESTION: 108

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.

Answer: ([SHOW ANSWER](#))

The "View Email As Web Page" (VAWP) link relies on the original email content being available. If the email used at the time of send was deleted, updated, or moved, the link will not be able to retrieve and display the content, resulting in the error message.

NEW QUESTION: 109

Which SSJS library can be used in landing pages? Choose 1.

- A. None
- B. Platform
- C. Core
- D. Both

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 110

A developer is experiencing timeouts when testing a SQL Query Activity in Automation Studio. How should the developer optimize the query?

- A. Configure a longer timeout period within Administration in Automation Studio.
- B. Use intermediate tables to break queries into smaller parts.
- C. Ensure all SQL Query Activities are in the same step in the automation.
- D. Limit joins to the INNER JOIN within all SQL Query Activities.

Answer: B (LEAVE A REPLY)

To optimize a SQL Query Activity in Automation Studio that is experiencing timeouts, the developer should use intermediate tables to break queries into smaller parts (B). This approach helps in managing complex queries by breaking them down into smaller, more manageable steps, thus reducing the likelihood of timeouts.

References:

- * Salesforce Marketing Cloud Documentation on Query Activity
- * SQL Query Optimization Tips

NEW QUESTION: 111

A developer is troubleshooting why an API client Id and client_secret are authenticating yet failing to access data from a child business unit.

What should be checked to validate the installed package can access the child business unit data?

- A. The Installed Package has full Enterprise access to all available child business units
- B. The Installed Package has access to the selected child business unit
- C. The account id and parent MID are included in the authorization call

Answer: B (LEAVE A REPLY)

To ensure that an installed package can access data from a child business unit, verify that the package has been granted access to the specific child business unit. This is configured during the package setup and permissions assignment.

1: Salesforce Installed Packages and Business Unit Access

NEW QUESTION: 112

Northern Trail Outfitters' account is configured with two child BU(s): US and Global. The account has a data extension in the Shared Data Extensions folder named 'MemberData'. This data extension contains basic address information, as well as Boolean fields labeled 'US' and 'Global' indicating to which business unit the subscriber belongs. Automation needs to be created in the US business unit to query all records in New York who are members of the business unit US.

```
SELECT * FROM MemberData WHERE State = 'NY' AND US = 1
```

What would cause this query to report the following error: "An error occurred while checking the query syntax. Errors: MemberData is not a known data extension or system data view. You can only query existing data extensions or system data views."?

- A. Query Activities cannot use the "*" wildcard
- B. MemberData should be prefixed with ENT
- C. Query should check for a US value of True
- D. Incorrect syntax; Query Activities are written in SOQL

Answer: B (LEAVE A REPLY)

NEW QUESTION: 113

Certification Aid wants to include SSJS in an email message. Which code block can be used for this? Choose 2.

- A. `<script runat=server language=javascript></script>`
- B. `<script language=ssjs></script>`
- C. `<script language=javascript></script>`
- D. `<script runat=server></script>`

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 114

A developer created an email with AMPscript variable as the subject line. The subject line variable was recently updated, but when testing the email, the wrong subject line continues to appear in the inbox. The developer thinks another, outdated, subject line variable is declared within the email. Where could the outdated variable be located?

- A. In the HTML body which is processed after the Text body
- B. In the Text body which is processed after the subject line
- C. In the Text body which is processed after the HTML body
- D. In the HTML body which is processed after the subject line

Answer: [\(SHOW ANSWER\)](#)

The outdated subject line variable could be located in the HTML body which is processed after the subject line (D). This is because AMPscript variables declared in the HTML body can affect the overall email content, including the subject line, and if not updated, they can cause discrepancies in the displayed subject line.

References:

- * Salesforce Marketing Cloud AMPscript Guide
- * Email Subject Line Best Practices

NEW QUESTION: 115

A developer wants to build an audience by identifying subscribers who opened a specific email. Which query should the developer use?

- A. `SELECT * FROM _Open WHERE JobID = "1234"`
- B. `SELECT SubscriberKey FROM _Open WHERE JobID = '1234'`
- C. `SELECT * FROM _Open WHERE ListID = '1234'`
- D. `SELECT SubscriberID FROM _Open WHERE JobID = "1234"`

Answer: [B \(LEAVE A REPLY\)](#)

NEW QUESTION: 116

A developer wants CloudPages to work with a REST API returning data in JavaScript Object Notation. The developer wants to efficiently ingest the data and write it to a data extension.

Which function should be used?

- A. Server-Side JavaScript function Stringify
- B. Server-Side JavaScript function ParseJSON
- C. AMPscript function BuildRowsetFromString
- D. AMPscript function BuildRowsetFromXML

Answer: [A \(LEAVE A REPLY\)](#)

NEW QUESTION: 117

A developer wants to retrieve daily JSON data from a customer's API and write it to a data extension for consumption in Marketing Cloud at a later time.

What set of Server-Side JavaScript activities should the developer use?

- A. `Platform.Function.InvokeRetrieve(); Platform.Function.ParseJSON(); Platform.Function.UpsertData();`
- B. `Platform.Function.HTTPGet(); Platform.Function.ParseJSON(); Platform.Function.UpsertData();`

C. Platform.Function.InvokeRetrievef); Platform.Function.Stringify(); Platform.Function.UpsertDE());

D. Platform.Function.HTTPGe(); Platform.Function.Stringify(); Platform.Response.Write());

Answer: (SHOW ANSWER)

To retrieve daily JSON data from a customer's API and write it to a data extension, the developer should use the following set of Server-Side JavaScript activities:

* Platform.Function.HTTPGet();- To make the HTTP GET request to the customer's API and retrieve the JSON data.

* Platform.Function.ParseJSON();- To parse the retrieved JSON data.

* Platform.Function.UpsertData();- To upsert the parsed data into a data extension.

Example code snippet:

```
varresponse =Platform.Function.HTTPGet("https://api.customer.com/data");varjsonData
=Platform.Function.ParseJSON(response);Platform.Function.UpsertData("DataExtensionName",
["PrimaryKeyField"], jsonData);
```

References:

* Salesforce Marketing Cloud SSJS HTTP Functions

* Salesforce Marketing Cloud SSJS Data Functions

NEW QUESTION: 118

A developer has a text field in a data extension they want to format using the FormatCurrency AMPscript function. Which two values would return \$6.96? Choose 2

A. 6,961

B. 6.96

C. \$6.96

D. 6.96

Answer: B,D (LEAVE A REPLY)

TheFormatCurrencyAMPscript function is used to format a numeric value as a currency. To return a value of \$6.96, the function would correctly format inputs like:

* 6.96 (B)- This is a direct numeric value that will be formatted to \$6.96.

* 6.96 (D)- Same as above, the numeric value is directly formatted to \$6.96.

UsingFormatCurrency(6.96)in AMPscript will result in\$6.96.

References:

* Salesforce Marketing Cloud Documentation on FormatCurrency

* AMPscript Guide

NEW QUESTION: 119

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. 1

B. 4

C. 5

D. 3

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 120

A developer created an email with AMPscript variable as the subject line. The subject line variable was recently updated, but when testing the email, the wrong subject line continues to appear in the inbox. The developer thinks another, outdated, subject line variable is declared within the email. Where could the outdated variable be located?

- A. In the Text body which is processed after the subject line
- B. In the Text body which is processed after the HTML body
- C. In the HTML body which is processed after the subject line
- D. In the HTML body which is processed after the Text body

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 121

A developer built a complex dynamic email with many data variants. Rather than create test data manually, they want to use a subset of live data to validate the dynamic aspects of the email.

Which SQL function should be used to collect a representative sample from a larger data set?

- A. OVER
- B. NTILE
- C. HAVING

Answer: A ([LEAVE A REPLY](#))

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NEW QUESTION: 122

A developer wants to add an image to Content Builder via the API and retrieve the image's published URL.

Which method should the developer use?

- A. GET using the REST API/asset/v1/content/assets and parse the FileProperties parameter
- B. Use the SOAP API to create a Porfoglio object and identify the Source property
- C. POST to the REST API/asset/v1/content/categories and parse the Description parameter
- D. POST to the REST API/asset/v1/content/assets and parse the FileProperties parameter

Answer: D ([LEAVE A REPLY](#))

To add an image to Content Builder via the API and retrieve the image's published URL, the developer should POST to the REST API/asset/v1/content/assets and parse the FileProperties parameter (D). This method uploads the image and returns metadata, including the published URL, which can be extracted from the FileProperties.

References:

- * Salesforce Marketing Cloud REST API: Content Builder
- * Salesforce Marketing Cloud Asset API

NEW QUESTION: 123

A company needs to retrieve a large number of rows from a data extension via the API.

Which two solutions would optimize the performance?

Choose 2 answers

- A.** Use the AMPscript API functions on a CloudPage.
- B.** Use a SimpleFilterPart to retrieve small sets of relevant data.
- C.** Use the ContinueRequest feature.
- D.** Use the REST API instead of the SOAP API.

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 124

A developer needs to import a file into a data extension which contains transactional data. The file includes a column labeled Purchase_Price with values varying from '\$.05' to '\$100'.

What Data Type should be used to prevent loss of data?

- A.** Text
- B.** Number
- C.** Decimal(9,2)

Answer: C (LEAVE A REPLY)

The best Data Type to use for the Purchase_Price column, which includes values ranging from '\$.05' to '\$100', is Decimal(9,2) (C). This data type ensures that values are stored accurately without data loss, allowing for precision up to two decimal places.

References:

Salesforce Marketing Cloud Data Extensions
Decimal Data Type

NEW QUESTION: 125

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 Sales or Service Cloud
- D.** Journey Builder Send SMS Activity
- E.** Automation Studio Send Email Activity

Answer: (SHOW ANSWER)

Exclusion Scripts are used to exclude subscribers from email sends based on specific criteria. This functionality can be applied in various sending scenarios within Salesforce Marketing Cloud.

* Journey Builder Send Email Activity: In Journey Builder, exclusion scripts can be applied to Email Activities to ensure specific subscribers are excluded based on the business rules.

1: Salesforce Journey Builder Email Activity

Content Builder Send Flow: When sending emails through Content Builder, exclusion scripts can be used to filter out subscribers who meet the exclusion criteria.

Reference: Salesforce Content Builder Send Flow

Automation Studio Send Email Activity: In Automation Studio, email send activities can utilize exclusion scripts to exclude specific subscribers.

Reference: Salesforce Automation Studio Send Email

NEW QUESTION: 126

A developer wants to expand their knowledge of Query Activities. They want to identify email addresses that have bounced in the last 30 days, along with the Bounce Reason and some additional subscriber specific data; however, the SQL they have written does not return any records. Below is the SQL statement:

```
SELECT s.EmailAddress, s.SubscriberKey, b.JobID, b.EventDate, b.SMTPBounceReason
FROM _Subscribers s JOIN _Bounce b ON s.EmailAddress = b.EmailAddress
WHERE b.EventDate > DateAdd(DAY, -30, GETDATE())
```

What updates should be made to ensure this SQL statement returns the desired results?

- A. Marketing Cloud does not allow use of GETDATE function. They should define a specific date.
- B. Marketing Cloud _Bounce data view does not contain EmailAddress. They should join on SubscriberID.
- C. Marketing Cloud does not allow DateAdd functions in Query Activities. They should define a specific date.
- D. Marketing Cloud Data Views only hold 20 days worth of data. They should narrow scope of DateAdd function.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 127

Certification Aid wants to create a file drop automation with a filename pattern. An import file is placed daily on the Marketing Cloud Enhanced FTP server, and the file name always starts with the current month and day (e.g. OCT26). How should the filename pattern be defined? Choose 2.

- A. %%Month%%%%Day%%
- B. %%MMDD%%
- C. Ends With operator
- D. Begins With operator

Answer: (SHOW ANSWER)

To define a filename pattern that matches files starting with the current month and day, you can use the %% MMDD%% pattern and the "Begins With" operator.

* %%MMDD%% Pattern: This pattern represents the month and day in a two-digit format.

* Begins With Operator: This operator ensures that the automation matches filenames that start with the specified pattern.

Salesforce File Drop Automations

NEW QUESTION: 128

A developer is working on cross-channel campaign functions for the email team at Northern Trail Outfitters.

They are reviewing available APIs for the different Marketing Cloud applications to determine the most appropriate solution for each. Which application utilizes the REST API?

- A. Automation Studio
- B. Classic Content
- C. Content Builder

Answer: [\(SHOW ANSWER\)](#)

Content Builder uses the REST API to manage content within Salesforce Marketing Cloud. The REST API allows developers to create, update, retrieve, and delete content assets, making it suitable for cross-channel campaign functions.

NEW QUESTION: 129

Which SSJS library can be used in email messages? Choose 1.

- A. None
- B. Core
- C. Platform
- D. Both

Answer: [C \(LEAVE A REPLY\)](#)

NEW QUESTION: 130

A developer created a landing page in CloudPages which return unique content when subscriber data is located on a related data extension. The developer does not know if all subscribers have rows in the related data extension, and want default content to render if no subscriber data is found on the related data extension.

Which best practice should the developer follow to control the unique and default content?

- A. Use the RowCount function and an IF statement
- B. Use the LookupOrderRows and Row functions
- C. Use the DataExtensionRowCount function
- D. Use the Lookup, Row and Field functions

Answer: [A \(LEAVE A REPLY\)](#)

NEW QUESTION: 131

A developer needs to write AMPscript to ensure the expiration date on a coupon is the last day of the month.

What would produce the desired result?

- A. Add one month using DateAdd to now
- B. Use the date format string for last day of month within FormatDate
- C. Add 30 days using DateAdd to now
- D. Find the first day of next month and subtract one day

Answer: [\(SHOW ANSWER\)](#)

NEW QUESTION: 132

A developer wants to upload a base64-encoded file to Content Builder using an API Installed Package but receives an insufficient Privileges error. What should the developer check to troubleshoot the error?

- A. Validate Client Id and Client Secret are correct

- B. Verify the Asset Type Id matches the Asset Type Name
- C. Confirm the REST Base URI uses the correct subdomain
- D. Confirm the Component's Channel options are available

Answer: A ([LEAVE A REPLY](#))

When receiving an "insufficient Privileges" error while attempting to upload a base64-encoded file to Content Builder using an API Installed Package, the developer should validate the Client Id and Client Secret are correct. These credentials are necessary for authentication and authorization when interacting with Salesforce Marketing Cloud APIs.

References:

- * Salesforce Marketing Cloud API Authentication
- * Salesforce Marketing Cloud Content Builder API

NEW QUESTION: 133

A developer wants to trigger an SMS message to a subscriber using a form published on CloudPages. How should the SMS message be triggered once the subscriber submits the form?

- A. Outbound SMS template and Automation Send Method
- B. CreateSMSConservation AMPscript function
- C. requestToken and messageContact REST API objects
- D. InsertData AMPscript function to add the subscriber to a MobileConnect list

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 134

A developer identified duplicate contacts and wants to delete roughly 10 million subscribers using Contact Delete. How could the process be expedited?

- A. Manually delete subscribers in All Contacts
- B. Delete any unnecessary Sendable Data Extensions
- C. Change the Suppression value to a larger value
- D. Stop the current delete process and delete smaller groups

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 135

A developer uses the messageDefinitionSends REST API endpoint to send a triggered send email. This method returns a 202 (success) response code. How could the developer validate if the email was successfully sent?

- A. Use the messageDefinitionSend/key:(key)/deliveryRecords REST endpoint with GET method
- B. The 202 response code indicates the message was sent successfully; no further action is required.
- C. Use the validateEmail REST resource with POST method to obtain the email delivery details from the request.
- D. Confirm the record was successfully inserted into the associated Triggered Send Data Extension.

Answer: ([SHOW ANSWER](#))

After using the messageDefinitionSends REST API endpoint to send a triggered send email, and receiving a 202 (success) response code, the developer can validate if the email was successfully sent by using the messageDefinitionSend/key:(key)/deliveryRecords REST endpoint with the GET method. This endpoint provides delivery records and allows verification of the email's delivery status.

References:

- * Salesforce Marketing Cloud REST API Reference
- * Triggered Send Email Validation

NEW QUESTION: 136

A developer is leveraging the SOAP API to dynamically display Profile and PreferenceAttributes in a custom profile center. Which method could be used to support the dynamic functionality?

- A. Describe
- B. Extract
- C. Perform
- D. Configure

Answer: A (LEAVE A REPLY)

The Describe method in the SOAP API provides metadata about the objects available in the system, including Profile and Preference Attributes. This method can be used to dynamically retrieve and display these attributes in a custom profile center.

* Describe Method: This method returns the schema of the objects, including fields and their properties, which can be used to dynamically generate forms and interfaces.

1: Salesforce SOAP API Describe Method

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NEW QUESTION: 137

A developer wants to aggregate monthly energy usage data over a four month period for each subscriber within an email. The monthly usage values are stored in variables for each month in the following way:

How should the developer use AMPscript to generate the total?

- A. SET @total - (@jan - 3fet - @mar @apr>
- B. SET @total = AZD((@jan @feb) @mar) @apr)
- C. SET @total - ADD(@jan,ADD(@feb,ADD(@mar,@apr)))
- D. SET @total = (ADD(@jan,@feb), ADD(@mar, @apr))

Answer: C (LEAVE A REPLY)

To aggregate monthly energy usage data stored in variables for each month, you should use the ADD function in AMPscript to sum up the values. The ADD function can be nested to handle multiple values.

* AMPscript Example:

```
%%[ SET @total = ADD(@jan, ADD(@feb, ADD(@mar, @apr))) ]%%
```

1: Salesforce AMPscript Functions - ADD

NEW QUESTION: 138

Which AMPscript function group could most negatively impact send processing?

- A. String functions
- B. Data extension functions
- C. Date Time
- D. Math functions

Answer: [\(SHOW ANSWER\)](#)

Data extension functions in AMPscript, such as LookupRows, LookupOrderedRows, and UpdateDE, can most negatively impact send processing because they involve querying and manipulating data extensions.

These operations can be resource-intensive and time-consuming, especially when dealing with large data sets.

1: Salesforce AMPscript Functions

NEW QUESTION: 139

A developer built a complex dynamic email with many data variants. Rather than create test data manually, they want to use a subset of live data to validate the dynamic aspects of the email.

Which SQL function should be used to collect a representative sample from a larger data set?

- A. HAVING
- B. OVER
- C. NTILE

Answer: [C \(LEAVE A REPLY\)](#)

To collect a representative sample from a larger data set, the developer should use the NTILE (C) SQL function. The NTILE function is used to distribute rows into a specified number of approximately equal-sized buckets or tiles, which can be useful for sampling purposes.

Example usage:

```
SELECT * FROM (SELECT *, NTILE(10) OVER (ORDER BY SomeField) AS TileNumber FROM LargeDataSet ) AS Sample WHERE TileNumber = 1
```

This query divides the dataset into 10 tiles and selects rows from the first tile, effectively providing a sample.

References:

- * Salesforce Marketing Cloud SQL Reference
- * SQL NTILE Function

NEW QUESTION: 140

A developer initiated a batch delete of Contacts in Contact Builder due to an import error during implementation. There are over two million records that need to be deleted.

Which two factors should be considered when batch deleting large volumes of contacts? Choose 2 answers

- A. Up to one million records can be deleted in each batch.
- B. To more quickly remove contact information, use the suppression period length of 14.
- C. The deletion process supersedes other automated account activities.
- D. The suppression status does not show for individual contacts until the entire batch processes.

Answer: [\(SHOW ANSWER\)](#)

When batch deleting large volumes of contacts, it is important to consider the following factors:

- * Batch Deletion Limits: Up to one million records can be deleted in each batch. This helps manage and control the deletion process without overwhelming the system.

* Suppression Status Visibility: The suppression status does not show for individual contacts until the entire batch processes. This means that you will not see the status updates for individual contacts until the deletion batch is fully processed.

NEW QUESTION: 141

Certification Aid wants to encrypt data stored in Marketing Cloud. It is fine if unencrypted fields are visible to Marketing Cloud and Salesforce users, but the underlying data should be encrypted at rest to prevent physical data theft. Which encryption method should be chosen? Choose 1.

- A. Field-Level Encryption
- B. Asymmetric Encryption
- C. Tokenized Sending
- D. Transparent Data Encryption

Answer: B (LEAVE A REPLY)

NEW QUESTION: 142

A developer needs to process a payload from an external system in a CloudPage.

What Marketing Cloud Server-Side JavaScript Platform function should be used for converting a string payload in JSON format to a JavaScript object?

- A. Base64Decode
- B. ParseJSON
- C. CreateObject
- D. Stringify

Answer: B (LEAVE A REPLY)

To convert a string payload in JSON format to a JavaScript object on a CloudPage, the developer should use the ParseJSON (B) function in Marketing Cloud Server-Side JavaScript (SSJS). This function parses a JSON string and returns a corresponding JavaScript object.

Example:

```
var jsonString = '{"key1":"value1", "key2":"value2"}'; var jsonObject = Platform.Function.ParseJSON (jsonString);
```

 References:

Salesforce Marketing Cloud SSJS Guide

SSJS Platform.Function.ParseJSON

NEW QUESTION: 143

A developer needs to use the 'contacts/' route of the REST API to update records in a data extension.

What should the developer verify before making the API call?

- A. Each contact should already exist in All Subscribers.
- B. Journey Builder should be configured to use the data extension.
- C. Contact Key should be equal to Subscriber Key in the underlying data extensions to ensure proper joining.
- D. The data extension should be linked in an AttributeGroup in Contact Builder.

Answer: D (LEAVE A REPLY)

Before using the 'contacts/' route of the REST API to update records in a data extension, the developer should verify that the data extension should be linked in an AttributeGroup in Contact Builder (D). This ensures that the data extension is part of the contact model and can be accessed and updated using the REST API.

References:

- * Salesforce Marketing Cloud REST API
- * Contact Builder and Attribute Groups

Questions no:153 Verified answer: D Comprehensive Detailed Step by Step Explanation with References: To ensure a blank email will not be sent when creating a complex dynamic email with multiple sections and content blocks, the developer should confirm every version has default content (D). This practice ensures that if any dynamic content fails to load or meet the conditions, the default content will be displayed, preventing a blank email from being sent.

References:

- * Salesforce Marketing Cloud AMPscript Guide
- * Salesforce Marketing Cloud Dynamic Content Best Practices

Questions no:154 Verified answer: D Comprehensive Detailed Step by Step Explanation with References: When using the REST API to send emails to customers after a purchase, the developer should make a token API call and re-use the token until the token expires (D). This approach optimizes API usage by reducing the number of token requests, ensuring that the token is reused until it naturally expires, after which a new token can be requested.

References:

- * Salesforce Marketing Cloud API Authentication
- * Token Management Best Practices

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NEW QUESTION: 144

A developer wants to use the RaiseError Ampscript function when a subscriber does not have the necessary data to build an email. Which two outcomes are possible using this function? Choose 2 answer

- A.** The send fails
- B.** The email is not sent to the particular subscriber
- C.** An error message is sent to the From Address used in the email
- D.** The send is retried

Answer: A,B (LEAVE A REPLY)

Using the RaiseError AMPscript function allows a developer to handle errors when necessary data for building an email is missing. The possible outcomes of using this function include:

- * The send fails (A)- The entire email send can be stopped if a critical error is encountered.
- * The email is not sent to the particular subscriber (B)- The send can be aborted for specific subscribers who do not have the necessary data.

References:

- * Salesforce Marketing Cloud AMPscript RaiseError Function
- * Salesforce Marketing Cloud Documentation

NEW QUESTION: 145

A developer receives a 401 Unauthorized HTTP status message from a REST API request. What is the reason for this error?

- A.** The account lacks the privileges necessary to perform the request
- B.** The access token was not found in the request, or it is invalid or expired
- C.** OAuth is not supported for the requested resource

D. API requests are temporarily blocked due to too many concurrent requests.

Answer: B (LEAVE A REPLY)

A 401 Unauthorized HTTP status message indicates that the request was not authenticated properly. This error commonly occurs when the access token is missing, invalid, or expired.

* Access Token Issues: The most common cause of a 401 error in REST API requests is related to the access token. The request must include a valid access token in the authorization header.

* Example Authorization Header: Authorization: Bearer YOUR_ACCESS_TOKEN Salesforce API Access Tokens

NEW QUESTION: 146

Certification Aid wants to implement a custom profile center using SOAP API. Which SOAP API methods are relevant to achieve this? Choose 2.

- A. Extract
- B. Describe
- C. Update
- D. Configure

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 147

A developer created a landing page in CloudPages which return unique content when subscriber data is located on a related data extension. The developer does not know if all subscribers have rows in the related data extension, and want default content to render if no subscriber data is found on the related data extension. Which best practice should the developer follow to control the unique and default content?

- A. Use the DataExtensionRowCount function
- B. Use the LookupOrderRows and Row functions
- C. Use the RowCount function and an IF statement
- D. Use the Lookup, Row and Field functions

Answer: C (LEAVE A REPLY)

NEW QUESTION: 148

Certification Aid wants to trigger an email send in Marketing Cloud when a purchase is made on their website. Which API should be used for this? Choose 2.

- A. Subscriber API
- B. REST API
- C. Email API
- D. SOAP API

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 149

A developer wants to include an AMPscript if/else statement in an email to satisfy the condition "if the subscriber's tier is not premier then display heading encouraging them to upgrade." The tier value has already been set as variable named @level. How should the developer write this AMPscript conditional statement?

- A. %%[IF @level == 'premier' THEN SET @message = You are premier member
- B. " ENDIF IF @level == 'premier' THEN SET @message = 'Upgrade to premier now
- C. "' ENDIF]%% %%=v(message)=%%%%=IF(@level IS 'premier', Upgrade to premier now! You are a premier member%%=IIF(@level = 'premier', 'You are a premier member!', Upgrade to premier now!
- D. %%=IIF @level == premier, You are a premier member" Upgrade to premier now!
- E. %%IF(@level == 'premier') THEN 'Upgrade to premier now!' ELSE 'You are a premier member' ENDIF]%%

Answer: (SHOW ANSWER)

The IIF function in AMPscript is a shorthand way to perform conditional logic within an inline expression. It evaluates a condition and returns one of two values based on whether the condition is true or false.

* AMPscript IIF Example:

```
%%=IIF(@level = 'premier', 'You are a premier member!', 'Upgrade to premier now!)=%%
```

1: Salesforce AMPscript IIF Function

NEW QUESTION: 150

A developer is using the legacy endpoint www.exacttargetapis.com and has been asked to switch to Tenant Specific Endpoints (TSEs).

What is a benefit of switching to TSEs?

- A. A longer lasting OAuth token
- B. API calls will no longer fail
- C. Gain access to TSE-specific REST routes
- D. Improved API performance

Answer: D (LEAVE A REPLY)

Switching to Tenant Specific Endpoints (TSEs) provides the benefit of improved API performance (D). Tenant Specific Endpoints are designed to provide optimized performance by ensuring that API calls are routed through endpoints that are dedicated to a specific tenant, reducing latency and potential congestion issues associated with shared endpoints.

References:

* Salesforce Marketing Cloud Tenant Specific Endpoints

* API Best Practices

NEW QUESTION: 151

NTO uses data extensions to manage the subscriber information used for their email sends, and those sends includes calls to update records with new or different subscriber information. The developer handling these records writes some AMPscript to check and see if the data extension containing those records updated using an InsertDE() call if the record doesn't yet exist. Why would the developer receive an error stating the application cannot insert a duplicate value for the primary key in the data extension?

- A. The InsertDE function cannot be used at send time
- B. The InsertDE function comes after the system added the row as part of the email send
- C. The InsertDE function will always insert two rows into a data extension as part of the call
- D. The InsertDE function cannot be used with name and value pairs

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 152

Certification Aid wants to encrypt data stored in Marketing Cloud. It is fine if unencrypted fields are visible to Marketing Cloud and Salesforce users, but the underlying data should be encrypted at rest to prevent physical data theft. Which encryption method should be chosen? Choose 1.

- A. Tokenized Sending
- B. Asymmetric Encryption
- C. Transparent Data Encryption
- D. Field-Level Encryption

Answer: C (LEAVE A REPLY)

Transparent Data Encryption (TDE) is designed to protect data at rest by encrypting the underlying storage of the database. This method ensures that data is encrypted on disk to prevent physical data theft while allowing it to remain accessible to authorized users within the system.

NEW QUESTION: 153

A developer identified duplicate contacts and initiated a Contact Delete process for 10 million subscribers. How could the process be expedited?

- A. Stop current delete process and delete smaller groups
- B. Manually delete subscribers in All Contacts
- C. Delete any unnecessary Sendable Data Extensions
- D. Change the Suppression value to a larger value

Answer: A (LEAVE A REPLY)

NEW QUESTION: 154

A developer wants to expand their knowledge of Query Activities. They want to identify email addresses that have bounced in the last 30 days, along with the Bounce Reason and some additional subscriber specific data; however, the SQL they have written does not return any records. Below is the SQL statement:

```
SELECT s.EmailAddress, s.SubscriberKey, b.JobID, b.EventDate, b.SMTPBounceReason
FROM _Subscribers s JOIN _Bounce b ON s.EmailAddress = b.EmailAddress
WHERE b.EventDate > DateAdd(DAY, -30, GETDATE())
```

What updates should be made to ensure this SQL statement returns the desired results?

- A. Marketing Cloud does not allow DateAdd functions in QueryActivities. They should define a specific date.
- B. Marketing Cloud _Bounce data view does not contain EmailAddress. They should join on SubscriberID.
- C. Marketing Cloud Data Views only hold 20 days worth of data. They should narrow scope of DateAdd function.
- D. Marketing Cloud does not allow use of GETDATE function. They should define a specific date.

Answer: B (LEAVE A REPLY)

The SQL statement in question does not return any records because it is joining on theEmailAddressfield, which is not present in the_BounceData View. The correct approach is to join using theSubscriberKey(or SubscriberID). Here is the corrected SQL statement: SELECT s.EmailAddress, s.SubscriberKey, b.JobID, b.EventDate, b.SMTPBounceReason FROM _Subscribers s JOIN _Bounce b ON s.SubscriberKey=b.SubscriberKey WHERE b.EventDate > DateAdd(DAY,-30, GETDATE()) This ensures that the join is based on theSubscriberKey, which is a common field in both data views.

References:

- * Salesforce Marketing Cloud Data Views
- * Query Activity Best Practices

NEW QUESTION: 155

Certification Aid wants to add records to a Data Extension using the SOAP API. Which object can be used for this? Choose 1.

- A. DataExtensionObject object
- B. Subscriber object
- C. Attribute object
- D. DataExtension object

Answer: (SHOW ANSWER)

To add records to a Data Extension using the SOAP API, theDataExtensionObjectobject is utilized. This object represents a row within a data extension.

- * DataExtensionObject: This object is specifically designed to interact with data extensions, allowing you to insert, update, and retrieve rows. Here is a basic example of how to use this object to add a record:

```
<s:Envelope xmlns:s="http://schemas.xmlsoap.org/soap/envelope/"><s:Body><CreateRequest xmlns="http://exacttarget.com/wsd/partnerAPI"
><Objects xsi:type="DataExtensionObject"><CustomerKey>DataExtensionExternalKey</CustomerKey><Prope
```

NEW QUESTION: 156

A developer wants to include a comment within an AMPscript code block for the benefit of other developers who will be reviewing the code.

Which syntax should the developer use?

- A. -- This is a comment
- B. /" This is a comment */
- C. < !- This is a comment
- D. // This is a comment

Answer: B (LEAVE A REPLY)

NEW QUESTION: 157

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 JSON in request and response body.
- D. Uses XML in request and response body.

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 158

A developer wants to create an HTML table where rows will alternate background colors between white and red. The developer does not know how many rows will be sent within each email, and decides to use a loop and assigns the RowCount() of the table rows to the variable @numerator. What is the recommended AMPscript logic to determine the background color of each table row within the loop?

- A. %%[IF DIVIDE(@numerator,2) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- B. %%[IF SUBSTRING(DIVIDE(@numerator,2),1) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- C. %%[IF @numerator/2 = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- D. %%[IF MOD(@numerator,2) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%

Answer: D (LEAVE A REPLY)

To alternate the background color of rows in an HTML table using AMPscript, the MOD function can be used to determine if the row number is odd or even.

* MOD Function: The MOD function returns the remainder of a division operation. By using MOD(@numerator, 2), the function returns 1 for odd rows and 0 for even rows, allowing the background color to be set accordingly.

* AMPscript Example:

```
%%[ SET @numerator = 1 FOR @i = 1 TO RowCount(@rows) DO SET @color = IF MOD(@numerator, 2)
== 1 THEN 'Red' ELSE 'White' ENDIF SET @numerator = ADD(@numerator, 1) ]%% <tr style="background-color: %%=v(@color)=%
%;"> <!-- Row content --> </tr> %%[ NEXT @i ]%%
```

NEW QUESTION: 159

Northern Trail Outfitters (NTO) stores most of their customer data in Marketing Cloud. They do not mind their data being viewed in clear text within SFMC to users who have access, but they want to ensure the underlying database files are encrypted at rest in case the physical media is stolen.

Which encryption method should NTO use?

- A. Encrypted Data Sending
- B. Field-Level Encryption
- C. Tokenized Sending
- D. Transparent Data Encryption

Answer: D (LEAVE A REPLY)

Transparent Data Encryption (TDE) is the appropriate method for ensuring that the underlying database files are encrypted at rest. TDE encrypts the database files themselves, protecting the data in case the physical media is stolen, while allowing the data to be viewed in clear text by authorized users within the system.

* Transparent Data Encryption: Encrypts data at rest, ensuring that the database files are secure.

NEW QUESTION: 160

How often should a developer request a new token when making multiple API calls in v1?

- A. When changing routes/objects
- B. Before every new call
- C. Once an hour

D. Every 15 minutes

Answer: C (LEAVE A REPLY)

A developer should request a new token once an hour when making multiple API calls in v1. Salesforce Marketing Cloud access tokens are typically valid for one hour, and refreshing them every hour ensures that the API calls are authenticated.

References:

- * Salesforce Marketing Cloud API Token Management
- * Salesforce Marketing Cloud Authentication

NEW QUESTION: 161

Northrn Trail Outfitters mistakenly synced the User_Salesforce object which added to their billable contact count.

What should be recommended to remove these contacts?

- A. Use the REST API to delete the contacts from the All Subscribers table.
- B. Put the synced records into a sendable data extension and use Contact Delete.
- C. Update the sync to remove these contacts from the All Contacts table.
- D. Use the SOAP API to delete the contacts from the All Contacts table.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 162

Northern Trail Outfitters' legal team is concerned about the daily import process that brings in subscribers to a Sendable Data Extension, even when records have already been targeted for deletion.

Which two true expected behaviors for these records occur in the event a send is initiated directly to this Sendable Data Extension?

Choose 2 answers

- A. Records still in the suppression phase will only be excluded if manually specified during send time.
- B. Records still in the suppression phase will be excluded from sends.
- C. Records that have already been deleted will be treated as new records.
- D. Records that have been deleted will be excluded from sends indefinitely.

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 163

A particular data extension need to be configured to store six months of data.

How should data retention be added to the data extension in Email Studio?

- A. Run a query to overwrite the rows with six months of data
- B. Import a file to overwrite the rows with six months of data
- C. Create a new data extension that includes data retention settings
- D. Update the data extension configuration to include data retention settings.

Answer: D (LEAVE A REPLY)

To configure a data extension to store data for six months, you should update the data extension configuration to include data retention settings.

* Data Retention Settings: You can configure data retention directly within the data extension settings in Email Studio to specify how long data should be retained. This ensures that data older than the specified period is automatically deleted.

* Go to Email Studio -> Subscribers -> Data Extensions.

- * Select the data extension you want to configure.
- * Click on "Properties".
- * Under "Data Retention", set the retention period to six months and define the retention settings accordingly.

1: Salesforce Data Extension Retention Settings

NEW QUESTION: 164

NTO had an Enterprise 2.0 account; subscribers unsubscribes from the business unit only. A developer is identifying subscribers who unsubscribed from any of the NTO child business units. Which method would identify the most accurate status for subscribers of each business unit?

- A.** Create Data Extract of all Subscribers within the Parent Business unit
- B.** Create Data Extracts of All Subscribers within each Child business unit
- C.** Query unsubscribed from _Subscribers within the Parent business unit
- D.** Query status from _ListSubscribers within the Parent business unit

Answer: [\(SHOW ANSWER\)](#)

To accurately identify subscribers who have unsubscribed from any of the child business units in an Enterprise 2.0 account, it is necessary to create data extracts of all subscribers within each child business unit.

This approach ensures that unsubscribes specific to each business unit are captured.

* Data Extracts: By creating data extracts within each child business unit, you can gather comprehensive unsubscribe data for all subscribers specific to each unit.

1: Salesforce Enterprise 2.0 Account Management

NEW QUESTION: 165

A developer is managing the data model programmatically and needs to access Attribute Group schema via the API. Which API should the developer use?

- A.** XML
- B.** REST
- C.** SOAP
- D.** Bulk

Answer: **B** [\(LEAVE A REPLY\)](#)

NEW QUESTION: 166

Northern Trail Outfitters' account is configured with two child BU(s): US and Global. The account has a data extension in the Shared Data Extensions folder named 'MemberData'. This data extension contains basic address information, as well as Boolean fields labeled 'US' and 'Global' indicating to which business unit the subscriber belongs. Automation needs to be created in the US business unit to query all records in New York who are members of the business unit US.

```
SELECT * FROM MemberData WHERE State = 'NY' AND US = 1
```

What would cause this query to report the following error: "An error occurred while checking the query syntax. Errors: MemberData is not a known data extension or system data view. You can only query existing data extensions or system data views."?

- A.** Incorrect syntax; Query Activities are written in SOQL
- B.** MemberData should be prefixed with ENT
- C.** Query should check for a US value of True'

D. Query Activities cannot use the " wildcard

Answer: B (LEAVE A REPLY)

In an Enterprise 2.0 account, when querying shared data extensions from a child business unit, the data extension name should be prefixed with 'ENT.' to indicate it resides in the shared data extensions folder.

* Correct Query:

```
SELECT*FROMENT.MemberDataWHEREState='NY'ANDUS=1
```

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NEW QUESTION: 167

Certification Aid wants to import an encrypted CSV file from the Marketing Cloud Enhanced FTP server. Which two File Transfer activities are needed to achieve this? Choose 2.

- A. To move the import file from the Enhanced FTP server to the Safehouse
- B. To decrypt the import file on the Safehouse.
- C. To move the import file from the Safehouse to Marketing Cloud.
- D. To decrypt the import file on the Enhanced FTP server.

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 168

A developer wants to populate a data extension with information about all emails deployed in the last seven days. The data extension needs to contain JobID, EventDate, and the counts of how many emails were sent with each JobID.

Which data view is required to gather this information?

- A. Job
- B. Subscribers
- C. Journey
- D. Sent

Answer: D (LEAVE A REPLY)

NEW QUESTION: 169

NTO uses data extensions to manage the subscriber information used for their email sends, and those sends includes calls to update records with new or different subscriber information. The developer handling these records writes some AMPscript to check and see if the data extension containing those records updated using an InsertDE() call if the record doesn't yet exist. Why would the developer receive an error stating the application cannot insert a duplicate value for the primary key in the data extension?

- A. The InsertDE function will always insert two rows into a data extension as part of the call
- B. The InsertDE function cannot be used with name and value pairs

C. The InsertDE function comes after the system added the row as part of the email send

D. The InsertDE function cannot be used at send time

Answer: D (LEAVE A REPLY)

The error stating that the application cannot insert a duplicate value for the primary key in the data extension occurs because the InsertDE function cannot be used at send time. The InsertDE function is designed to insert records into a data extension, but it cannot handle the transactional nature of email sends where records might be added simultaneously.

References:

* Salesforce Marketing Cloud AMPscript InsertDE Function

* Salesforce Marketing Cloud Data Extension Best Practices

NEW QUESTION: 170

NTO uses an external CRM which only exports encrypted files. NTO's marketing manager team wants to use some of the subscriber data found in the CRM for future marketing sends. Which three actions should be included in an automation given these requirements?

Choose 3

A. File drop to the SFTP Root directory

B. File transfer activity to the Import directory for decryption

C. File drop to the SFTP Import directory

D. Import definition to the necessary data extension

E. File transfer activity to the Safehouse for decryption

Answer: (SHOW ANSWER)

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