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Question 1

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?

Options:

A- Use the AMPscript CloudPagesURL function.

B- Append EmailAddress to the URL as an encoded parameter.

C- Append SubscnberKey to the URL as an encoded parameter.

Answer:

A

Question 2

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?

Options:

A- HAVING

B- OVER

C- NTILE

Answer:

B

Question 3

Question Type: **MultipleChoice**

A developer is configuring a new Marketing Cloud account and has decided to use a unique 10-digit integer as each customer's Contact Key.

Which data type should be used when representing the value of Contact Key?

Options:

A- Number

B- Decimal

C- Text

Answer:

C

Question 4

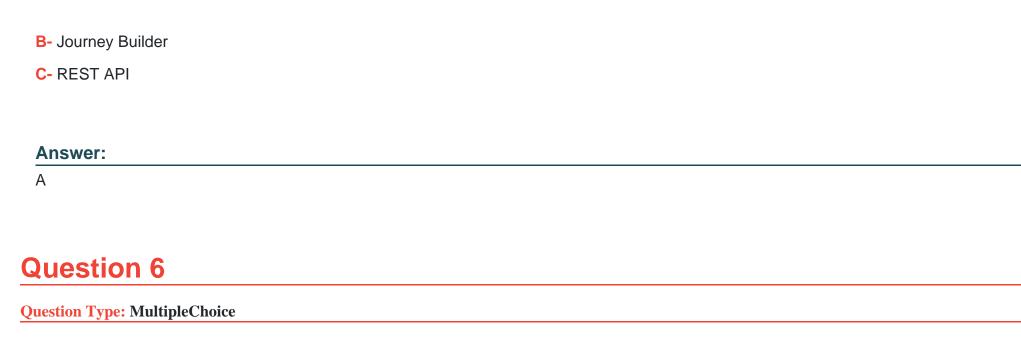**Question Type:** **MultipleChoice**

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?

Options:

A- File Drop Automation

B- Scheduled Automation

C- Dynamic File Import

Answer:

B

Question 5

Question Type: MultipleChoice

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

Which option would be available to extract the data"?

Options:

A- Automation Studio

B- Journey Builder

C- REST API

Answer:

A

Question 6

Question Type: MultipleChoice

Which AMPscript function returns the result of interpreted code within a code block and includes the result in the rendered content, where the code block is located?

Options:

A- V

B- Output

C- TreatAsContentArea

Answer:

C

Question 7

A developer created an email using the fasubjectLine variable as the subject line. Due to revisions, the developer declared subjectLine in multiple locations throughout the email, including:

- %%[SET @subjectLine = 'Enjoy 10% off today']%% was declared at the top of the HTML body
- %%[SET @subjectLine = 'Enjoy 15% off today']%% was declared in the top of the Text body
- %%[SET @subjectLine = 'Enjoy 5% off today']%% was declared at the bottom of the HTML body
- %%[SET @subjectLine = 'Enjoy 20% off today']%% was declared within the Subject Line

Which subject line will be used at the time of deployment?

Options:

A- Enjoy 10% off today

B- Enjoy 15% off today

C- Enjoy 20% off today

Question 8

Question Type: MultipleChoice

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

Options:

A- Delete the subscriber record

B- Update the subscriber's status

C- Log the source of the error

Answer:

C

Explanation:

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.

Question 9

A developer needs to import a file into a data extension which contains transactional dat

a. 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'

Options:

A- Text

B- Number

C- Decimal(9,2)

Answer:

C

Explanation:

The best Data Type to use for the Purchase_Price column would be Decimal(9,2). This will allow values ranging from .05 to 100 without any data loss.

Question 10

Question Type: **MultipleChoice**

A developer needs to know how many records are contained in a particular data extension. This will dictate what is displayed on a landing page.

Which AMPscript function returns the number of rows in a specified data extension?

Options:

A- LookupRowCount

B- DataExtensionRowCount

C- RowCount

Question 11

Question Type: **MultipleChoice**

A developer needs to find all subscribers on the Customers data extension who made a purchase in the last 30 days. Purchase data is on the Orders data extension which contains a column called 'PurchaseDate'. Contacts are identified in both data extensions by a column called 'ContactKey', and the Orders data extension can contain many instances of the same subscnber.

Which SQL keyword should the developer use to achieve the desired result?

Options:

A- INNER JOIN

B- OUTER JOIN

C- ORDER BY PurchaseDate ASC

Answer:

C

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