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NEW QUESTION: 1

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: ([SHOW ANSWER](#))

NEW QUESTION: 2

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. REST API
- C. Journey Builder

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

NEW QUESTION: 3

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 4

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

B. Platform.Function.InvokeRetrieve(); Platform.Function.ParseJSON();

Platform.Function.UpsertData();

C. Platform.Function.HTTPGet(); Platform.Function.ParseJSON();

Platform.Function.UpsertData();

D. Platform.Function.InvokeRetrieve(); Platform.Function.Stringify();

Platform.Function.UpsertDE();

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

NEW QUESTION: 5

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

A. Platform

B. Both

C. Core

D. None

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

NEW QUESTION: 6

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 The developer thinks another, outdated, subject line variable is declared within the email. Where could the outdated variable be located?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 HTML body

C. In the Text body which is processed after the subject line

D. In the HTML body which is processed after the subject line

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 7

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. " ENDIF IF @level == 'premier' THEN SET @message = 'Upgrade to premier now

B. %%IF(@level == 'premier') THEN 'Upgrade to premier now!' ELSE 'You are a premier member' ENDIF]%%

- C. %%=IIF @level == premier, You are a premier member" Upgrade to premier now!
- D. "" 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!
- E. %%[IF @level == 'premier' THEN SET @message = You are premier member

Answer: D (LEAVE A REPLY)

NEW QUESTION: 8

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

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 9

A developer wants to configure performance tracking of the content dynamically created via AMPscript in an email. Which two steps should be performed to achieve this objective?

Choose 2

- A. Add a unique identifier in the HTML tags within the generated content
- B. Request the Impression Tracking feature be enabled on the account
- C. Configure dynamic content block in Content Builder
- D. Include the functions BeginImpressionRegion and EndImpressionRegion

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 10

NTO is using a mobile campaign to collect an email addresses of interested subscribers.

Using AMPscript's API functions they will send a confirmation email when an email is texted into their short code. Which two objects are required to successfully create a TriggerSend object? Choose 2

- A. Contact
- B. Attribute
- C. Subscribers
- D. TriggerSendDefinition

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 11

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

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

Choose 2 answers

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 12

A developer is troubleshooting why a parent-level data extension cannot be accessed by a child business unit.

What should the developer check to validate the data available can be accessed for child business unit queries?

- A. The data extension is in the Shared Data Extensions folder and the query includes the ENT. prefix
- B. The data extension is in the Shared Items root folder and is accessible to the child business unit
- C. The data extension is in the Salesforce Data Extensions folder and Is accessible to the child business unit
- D. The data extension is in the Synchronized Data Extensions folder and the query includes the ENT. prefix

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 13

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 14

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: A (LEAVE A REPLY)

NEW QUESTION: 15

Which of the following statements are correct concerning Contacts and Subscribers?
Choose 2.

- A. A Contact is subscribed to a specific channel.
- B. A Contact is subscribed to any channel.
- C. Each Contact is also a Subscriber.
- D. Each Subscriber is also a Contact.

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 16

A company need 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 the ContinueRequest feature
- C. Use AMPscript API functions on a CloudPage
- D. Use the REST API instead of the SOAP API

Answer: B,C (LEAVE A REPLY)

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NEW QUESTION: 17

The Contact Delete feature can be used within an Enterprise 2.0 account from which business unit?

- A. The Parent account
- B. None of these
- C. Only in Agency accounts
- D. Any business unit

E. The business unit where the contact was introduced

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 18

A new record is appended to the Orders data extension each time a customer makes a purchase. Which SQL statement would select a unique list of subscribers who have made multiple purchases?

- A. SELECT SubscriberKey FROM Orders GROUP BY SubscriberKey HAVING COUNT(*)>1
- B. SELECT DISTINCT SubscriberKey FROM Orders
- C. SELECT SubscriberKey FROM Orders GROUP BY SubscriberKey
- D. SELECT TOP 1 SubscriberKey FROM Orders

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 19

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. ErrorCode
- B. OverallStatus
- C. ErrorDescription

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

NEW QUESTION: 20

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 be excluded from sends.
- B. Records still in the suppression phase will only be excluded if manually specified during send time.
- 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: A,C ([LEAVE A REPLY](#))

NEW QUESTION: 21

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

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

NEW QUESTION: 22

A developer wants to set a variable to use a field from a Sendable Data Extension. Which two options could be used in an AMPscript block to set the variable as a 'First Name' field from a Sendable Data Extension used to send the email? Choose 2 answers

- A. SET @firstName = [First Name]
- B. SET @firstName = %%First Name%%
- C. SET @firstName = attributeValue ("First Name")
- D. SET @firstName = "First Name"]

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

NEW QUESTION: 23

A developer needs to configure a process that can store encrypted data from Marketing Cloud as a file on an external server. What steps should the developer take?

- A. Create PGP Key > Data Extract > File Transfer with PGP checked
- B. Data Extract > File Transfer with Marketing Cloud Public Key
- C. Data from Marketing Cloud cannot be encrypted
- D. Shield Platform Encryption is required for encrypted data export

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

NEW QUESTION: 24

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

- A. API requests are temporarily blocked due to too many concurrent requests.

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 25

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 26

How can SSJS variables be referenced for content personalization? Choose 1.

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

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

NEW QUESTION: 27

Where can the SSJS Core library be used? Choose 2.

- A. Marketing Cloud apps
- B. Email messages
- C. Landing pages
- D. SMS messages

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

NEW QUESTION: 28

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

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

NEW QUESTION: 29

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 30

Which AMPscript function group could most negatively Impact send processing?

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

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

NEW QUESTION: 31

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

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 32

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. 5 fields or less
- B. 10 fields or less
- C. 20 fields or less
- D. No limit

Answer: D (LEAVE A REPLY)

NEW QUESTION: 33

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 Primary key(s) on fields used in joins
- C. Use intrinsic functions in the WHERE clause
- D. Use SELECT * to include all fields
- E. Use intermediate tables to stage data

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

NEW QUESTION: 34

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?

- A. TreatAsContentArea
- B. V
- C. Output

Answer: A (LEAVE A REPLY)

NEW QUESTION: 35

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 36

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. NTILE
- B. HAVING
- C. OVER

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

NEW QUESTION: 37

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

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

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

NEW QUESTION: 38

A developer wants to create a JavaScript Web Token using a key from Key Management.
What function should the developer use?

- A. ContentBlockByKey()
- B. RegExMatch()
- C. GetJWTByKeyName()
- D. GeJWT()

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 39

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

- A. Once an hour
- B. When changing routes/objects
- C. Before every new call
- D. Every 15 minutes

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

NEW QUESTION: 40

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

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

NEW QUESTION: 41

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 AND c.SubscriberKey IS NULL
```
- B.**

```
SELECT s.SubscriberKey
FROM _Sent s
JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420
```
- 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 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: A ([LEAVE A REPLY](#))

NEW QUESTION: 42

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

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

NEW QUESTION: 43

A developer wants to use the Marketing Cloud SOAP API to retrieve which subscribers were sent a particular email. Which SOAP API object should be used?

- A.** SentEvent
- B.** ListSend
- C.** LinkSend
- D.** Send

Answer: (SHOW ANSWER)

NEW QUESTION: 44

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 45

A developer is building an integration with the Marketing Cloud API. In which two ways should the Client ID and Client Secret credentials be stored? Choose 2

- A. Set credentials as variables in application source code
- B. Set credentials as environment variables in the application platform
- C. Store credentials in a key management system (KMS)
- D. Pass credentials in URL parameters over HTTPS

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

NEW QUESTION: 46

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

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

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NEW QUESTION: 47

Which two AMPscript HTTP functions allow an OAuth token to be passed in a header? Choose 2 answers

- A. HTTPGet2
- B. HTTPPost2

- C. HTTPGet
- D. HTTPPost

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 48

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

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

NEW QUESTION: 49

A developer wants to inject a Contact into a journey using API. What method and route would be used to accomplish this?

- A. Post / contacts/v1/contacts
- B. Post/interaction/v1/interactions
- C. Post/ interaction/ v1/events
- D. Post/v1hub/datevents/key:[key] /rows / {primaryKeys

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

NEW QUESTION: 50

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. 5
- B. 3
- C. 1
- D. 4

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 51

A sendable data extension with a text field named 'Balance' contains the value \$6.96 for a particular record. The following AMPscript statement is included in an email:

IF (Balance > 6.00) THEN

SET @Result = 'Balance is more than \$6.00

ENDIF

Why would this IF statement yield unintended results?

- A. The comparison should use the < operator.
- B. Double quotes should be used instead of single quotes.
- C. The operands are not the same data type.
- D. Balance is a protected keyword.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 52

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 move the import file from the Enhanced FTP server to the Safehouse
- D. To decrypt the import file on the Safehouse.

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 53

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. File Transfer activity
- D. Data Extension Import activity

Answer: C (LEAVE A REPLY)

NEW QUESTION: 54

A developer wants to create an AMPscript FOR loop that populates HTML table rows based on the number of rows and data in a target DE. Where should the developer place the FOR keyword to begin the loop?

- A. Before the <tr> tag
- B. Before the <td> tag
- C. Before the <table> tag
- D. Before the <tbody> tag

Answer: A (LEAVE A REPLY)

NEW QUESTION: 55

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 56

Which statements are true regarding the Marketing Cloud SOAP API? Choose 2.

- A. More than 2000 SOAP calls can be performed per minute.
- B. Uses XML in request and response body.
- C. Most SOAP calls can be synchronous or asynchronous.
- D. Uses JSON in request and response body.

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

NEW QUESTION: 57

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

- A. There is no limit
- B. One Month
- C. 12 Months
- D. Six Months

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

NEW QUESTION: 58

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

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

NEW QUESTION: 59

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

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

NEW QUESTION: 60

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

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

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

NEW QUESTION: 61

Why would a developer use LookupRows Instead of the Lookup AMPscript function?

- A. To return a complete rowset from the data extension
- B. To stay at the limit of two Lookup calls in one email
- C. To access a data extension, as Lookup only targets lists
- D. To see how many rows are In a data extension

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

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NEW QUESTION: 62

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

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

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

NEW QUESTION: 63

NTO wants use Personally Identifiable Information (PII) data to personalize email communications, but does not want to store PII data in Marketing Cloud. Which feature could they use to personalize emails from an external data source?

- A. Salesforce Shield
- B. Single Sign-On
- C. Tokenized Sending
- D. External Objects

Answer: ([SHOW ANSWER](#))

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