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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q109-Q114):

NEW QUESTION # 109
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: A

Explanation:
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 # 110
A marketer is sending an email with dynamic content contained in a series of conditionals.
Which AMPscript function should be used to track the different versions of the content within the email?

- A. ContentAreaByName
- B. ContentBlockName
- C. BeginImpressionRegion
- D. ContentArea

Answer: C

Explanation:
To track different versions of content within an email using dynamic content contained in a series of conditionals, the marketer should use the BeginImpressionRegion AMPscript function. This function marks the beginning of a region of content to track impressions, making it easier to analyze which versions of the content were viewed.
References:
Salesforce Marketing Cloud AMPscript Guide: BeginImpressionRegion
Tracking Dynamic Content in Emails

NEW QUESTION # 111
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. SubscriberKey
- B. ListID
- C. Unsub Reason
- D. JobID

Answer: D

Explanation:
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 # 112
A developer is troubleshooting why a parent-level data extension cannot be accessed by a child business unit.

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

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

Answer: B

Explanation:
To validate that a parent-level data extension can be accessed by a child business unit, the developer should ensure that the data extension is in the Shared Data Extensions folder and the query includes the ENT. prefix (A). This setup allows shared data extensions to be accessible across different business units.
References:
Salesforce Marketing Cloud Shared Data Extensions
Query Activities with Shared Data Extensions

NEW QUESTION # 113
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. OverallStatus
- B. ErrorDescription
- C. ErrorCode

Answer: B

Explanation:
In the SOAP API response, the element that provides detailed information about the error, including missing required data extension fields, is ErrorDescription (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 # 114
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