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Salesforce Marketing-Cloud-Developer（Salesforce認證營銷雲開發人員）考試旨在測試個人對Salesforce營銷雲平台的知識。該認證專為在營銷雲方面具有經驗並希望驗證其技能和知識的開發人員而設計。通過此考試，可以證明該個人具有使用營銷雲平台設計和開發解決方案的專業知識和能力。

Salesforce Marketing-Cloud-Developer證書考試對於專注於Marketing Cloud的開發人員來說是一個有價值的資格。它是開發人員在平台相關知識和技能方面的全面評估，可以幫助他們提升職業生涯和增加收入潛力。如果您是一名有Marketing Cloud經驗的開發人員，並希望將職業生涯提升到更高的層次，那麼Salesforce Marketing-Cloud-Developer證書是您的正確選擇。

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問題 #98

Which of the following is a valid comment within an AMPscript code block? Choose 1.

- A. /* comment */
- B. // comment
- C. - comment -->
- D. --comment

答案: A

解題說明:

In AMPscript, the valid syntax for comments is /* comment */. This allows you to add comments within your AMPscript code for documentation or clarification purposes.

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

答案: A,C

解題說明:

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.

問題 #100

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

答案: D

解題說明:

When logging unsubscribe events from a CloudPage using the LogUnsubEvent Execute Call, it's crucial to capture and provide both the SubscriberKey and the JobID. The SubscriberKey uniquely identifies the subscriber, while the JobID identifies the specific email job from which the subscriber is unsubscribing.

- * SubscriberKey: Identifies the subscriber in the Marketing Cloud.
- * JobID: Identifies the email job that triggered the unsubscribe event.
- 1: Salesforce LogUnsubEvent Documentation

問題 #101

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

答案： B

問題 #102

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

答案： A

解題說明：

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 ]%%
```

問題 #103

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