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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q10-Q15):

NEW QUESTION # 10

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

Answer: A

Explanation:
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 # 11

A developer needs to push real-time updates of the company's product catalog to a data extension.
Which two API options are available? Choose 2 answers

- A. Use the /hub/vl/aataevents REST route
- B. Use the DataExtension SOAP object
- C. Use the DataExtensionObject SOAP object
- D. Upload a file to the Enhanced SFTP for import

Answer: B,C

Explanation:
For pushing real-time updates to a data extension, the following API options are available:
* Use the DataExtensionObject SOAP object (A)- This object allows you to perform various operations such as insert, update, and delete on data extensions through SOAP API calls.
* Use the DataExtension SOAP object (C)- Similar to DataExtensionObject, this object provides capabilities to manage data extensions and their records via SOAP API.
These APIs allow for real-time interaction with data extensions, making them suitable for updating the product catalog.
References:
* Salesforce Marketing Cloud SOAP API Developer Guide
* Data Extension Objects in SOAP API

NEW QUESTION # 12

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

Answer: C,D,E

NEW QUESTION # 13

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. SOAP does not support POST; use REST
- B. 'SentEvent' is not able to be updated using SOAP.
- C. It may be a temporary network issue.
- D. The authentication token has expired.

Answer: D

NEW QUESTION # 14

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. LinkSend
- C. ListSend
- D. Send

Answer: A

NEW QUESTION # 15

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