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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q65-Q70):

NEW QUESTION # 65

A developer created an email using the `subjectLine` 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?

- A. Enjoy 10% off today
- B. Enjoy 15% off today
- C. Enjoy 20% off today

Answer: C

Explanation:

When the `subjectLine` variable is declared in multiple locations throughout the email, the value used at the time of deployment will be the last value assigned to the variable. In the provided declarations, the last assignment is:

`%%[SET @subjectLine = 'Enjoy 20% off today']%%` was declared within the Subject Line. Therefore, the subject line used at the time of deployment will be "Enjoy 20% off today" (C).

References:

Salesforce Marketing Cloud AMPscript Variable Scope
AMPscript Guide: Variable Declaration

NEW QUESTION # 66

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

Answer: A

Explanation:

For a data extension to be selected for journey entry in Journey Builder, it must be configured for sending.

This configuration ensures that the data extension is recognized as a source for sending communications.

* Configure for Sending: When creating or editing a data extension, ensure that it is set as "Sendable." This involves specifying the appropriate fields for sending, such as Subscriber Key and Email Address.

Salesforce Journey Builder Data Extension Configuration

NEW QUESTION # 67

Northern Trail Outfitters' account is configured with two child BU(s): US and Global. The account has a data extension in the Shared Data Extensions folder named 'MemberData'. This data extension contains basic address information, as well as Boolean fields labeled 'US' and 'Global' indicating to which business unit the subscriber belongs. Automation needs to be created in the US business unit to query all records in New York who are members of the business unit US.

```
SELECT * FROM MemberData WHERE State = 'NY' AND US = 1
```

What would cause this query to report the following error: "An error occurred while checking the query syntax. Errors: MemberData is not a known data extension or system data view. You can only query existing data extensions or system data views."?

- A. MemberData should be prefixed with ENT
- B. Query should check for a US value of 'True'
- C. Incorrect syntax; Query Activities are written in SOQL
- D. Query Activities cannot use the "*" wildcard

Answer: A

Explanation:

In an Enterprise 2.0 account, when querying shared data extensions from a child business unit, the data extension name should be prefixed with 'ENT.' to indicate it resides in the shared data extensions folder.

* Correct Query:

```
SELECT * FROM ENT.MemberData WHERE State = 'NY' AND US = 1
```

Salesforce Shared Data Extensions

NEW QUESTION # 68

Northern Trail Outfitters uses a number to uniquely identify contacts across different marketing channels.

Which two actions should the developer take to ensure the contacts relate across channels in Marketing Cloud when working with the data model?

Choose 2 answers

- A. Create Attribute Groups linking the unique identifier to the Contact for each channel.
- B. Link the numeric field value to the Contact ID in Attribute Groups in Contact Builder.
- C. store the numeric unique identifier value as a Text data type in data extensions.
- D. Use a unique identifier specific to each channel and automatically connect them..

Answer: A,B

Explanation:

To ensure that contacts relate across different channels in Marketing Cloud, you need to link the unique identifier used across channels to the Contact ID in Contact Builder. This involves creating Attribute Groups and establishing the relationships between the unique identifier and the Contact ID.

* Link the Numeric Field Value: By linking the numeric unique identifier to the Contact ID in Attribute Groups, you ensure that each contact is uniquely identified across channels.

* Create Attribute Groups: Attribute Groups in Contact Builder allow you to map the relationships between different data sources and the Contact object, ensuring that the unique identifier is connected correctly for each channel.

Salesforce Contact Builder Documentation

NEW QUESTION # 69

A developer wants to expand the functionality of existing code which was written in AMPscript, but prefers to use Server-Side JavaScript (SSJS) for updates.

Which SSJS statement will retrieve the value of the AMPscript variable named subKey?

- A. Variable.SetValue("subKey", "Value");
- B. Var.Retrieve("@subKey");
- C. Variable.GetTVValue("@subKey");
- D. Var.Get("subKey");

Answer: D

Explanation:

To retrieve the value of the AMPscript variable named subKey in Server-Side JavaScript (SSJS), the following statement should be used:

```
Var.Get("subKey");
```

This statement retrieves the value of the specified AMPscript variable within SSJS.

References:

NEW QUESTION # 70

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