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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q62-Q67):

NEW QUESTION # 62

In which three ways should a developer optimize a query activity if it is currently timing out? Choose 3

- A. Use intrinsic functions in the WHERE clause
- B. Use SELECT * to include all fields
- C. Use Primary key(s) on fields used in joins
- D. Use intermediate tables to stage data
- E. Only update records that have changed since last execution

Answer: C,D,E

Explanation:

To optimize a query activity that is currently timing out, a developer can use the following strategies:

- * Use Primary key(s) on fields used in joins (C) - Ensures that the join operations are efficient by utilizing indexed fields.

- * Use intermediate tables to stage data (D) - Breaks down complex queries into simpler steps, improving manageability and performance.

- * Only update records that have changed since last execution (E) - Reduces the amount of data processed by focusing only on changes since the last query run.

References:

Salesforce Marketing Cloud SQL Optimization

Query Activity Best Practices

NEW QUESTION # 63

NTO puts the word TEST at the beginning of the name for each test email. Which query would return the subs who were sent those emails?

- A. `SELECT * FROM _Job INNER JOIN _Sent ON JobID = JobID WHERE EmailName LIKE 'TEST%'`
- B. `SELECT * FROM _Job J INNER JOIN _Sent S ON J.EmailName LIKE 'TEST%'`
- C. `SELECT * FROM _Job J INNER JOIN _Sent S ON J.JobID = S.JobID WHERE J.EmailName LIKE 'TEST%'`
- D. `SELECT * FROM _Job J INNER JOIN _Sent S ON J.JobID = JobID = S.JobID WHERE J.EmailName = 'TEST%'`

Answer: C

Explanation:

To retrieve subscribers who were sent emails with names starting with "TEST," we need to join the _Job and _Sent system data views on the JobID field and filter by the EmailName field using a LIKE condition.

- * Join Condition: The correct join condition between _Job and _Sent is `ON J.JobID = S.JobID`. This ensures that we are linking the job and sent data correctly.

- * EmailName Filter: We use `J.EmailName LIKE 'TEST%'` to filter for emails whose names start with "TEST".

`SELECT * FROM _Job J INNER JOIN _Sent S ON J.JobID = S.JobID WHERE J.EmailName LIKE 'TEST%'`

Salesforce Marketing Cloud System Data Views

NEW QUESTION # 64

A developer is configuring a File Drop Automation and wants to use a Filename Pattern to allow for timestamps on the file. The file name will always start with the month and day (e.g. MAY15) the file is dropped onto the SFTP site.

Which two configurations should be used for the automation to successfully start? Choose 2 answers

- A. Ends With operator
- B. `%%Month%%Day%%`
- C. Begins With operator
- D. `%%MMMMdd%%`

Answer: B,C

Explanation:

To configure a File Drop Automation with a filename pattern that allows for timestamps and starts with the month and day, the developer should use:

- * Begins With operator (D) - This ensures that the automation triggers when the file name begins with the specified pattern.

- * `%%Month%%Day%%` (C) - This is the correct syntax to match the month and day in the file name.

For example, if the file name is "MAY15", the pattern will be `%%MMMMdd%%`.

References:

Salesforce Marketing Cloud File Drop Automations

Automation Studio Filename Patterns

NEW QUESTION # 65

A developer wants to retrieve all records in the OrderDetails data extension which are associated with a particular customer. Which two AMPscript functions would return a suitable rowset? Choose 2 answers

- A. LookupRows
- B. Lookup
- C. Row
- D. LookupOrderedRows

Answer: A,D

Explanation:

To retrieve multiple records associated with a particular customer from the OrderDetails data extension, the LookupRows and LookupOrderedRows functions are suitable. These functions return a rowset containing the records that match the specified criteria.

* LookupRows: Retrieves a rowset of records based on specified criteria.

* Example:

ampscript

Copy code

```
SET @rows = LookupRows('OrderDetails', 'CustomerID', @customerID)
```

* LookupOrderedRows: Retrieves a rowset of records based on specified criteria and allows for sorting.

* Example:

```
SET @rows = LookupOrderedRows('OrderDetails', 0, 'OrderDate DESC', 'CustomerID', @customerID)
```

LookupRows Reference: Salesforce AMPscript LookupOrderedRows

NEW QUESTION # 66

A developer has a text field in a data extension they want to format using the FormatCurrency AMPscript function. Which two values would return \$6.96? Choose 2

- A. 6.96
- B. 6,961
- C. \$6.96
- D. 6.96

Answer: A,D

Explanation:

The FormatCurrency AMPscript function is used to format a numeric value as a currency. To return a value of \$6.96, the function would correctly format inputs like:

* 6.96 (B) - This is a direct numeric value that will be formatted to \$6.96.

* 6.96 (D) - Same as above, the numeric value is directly formatted to \$6.96.

Using FormatCurrency(6.96) in AMPscript will result in \$6.96.

References:

Salesforce Marketing Cloud Documentation on FormatCurrency

AMPscript Guide

NEW QUESTION # 67

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