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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q81-Q86):

NEW QUESTION # 81

Which activity is required before a compressed file can be imported?

- A. Data Extract
- B. Decompress File
- C. Import File
- D. File Transfer

Answer: D

Explanation:

Before importing a compressed file into Marketing Cloud, a File Transfer activity is required to move and decompress the file. The File Transfer activity allows you to specify the source and destination locations and to decompress the file, making it ready for the import process.

Salesforce File Transfer Activity

NEW QUESTION # 82

A developer wants to create a Send LogData Extension to increase efficiency with tracking email sends.

Which two best practices should the developer remember when configuring the Send Log Data Extension?

Choose 2 answers

- A. Maximize the field size to accommodate all incoming data.
- B. Use Data Retention to limit the amount of data captured.
- C. Limit custom fields in the data extension to 10 or fewer.
- D. Create a number of fields equal to the fields in the source data extension.

Answer: B,C

Explanation:

When configuring a Send Log Data Extension, it is crucial to follow best practices to ensure efficient tracking and data management.

* Use Data Retention: Implementing data retention policies helps manage the volume of data stored in the send log, improving performance and reducing storage costs.

* Limit Custom Fields: Limiting the number of custom fields to 10 or fewer helps maintain the efficiency and performance of the data extension.

Salesforce Send Log Data Extension

NEW QUESTION # 83

A developer wants to populate a data extension with the date of the most recent click for each subscriber.

Which query would accomplish this?

- A. SELECT TOP 1 c.SubscriberKey, c.eventDate FROM _Click c ORDER BY c.eventDate DESC
- B. SELECT c.SubscriberKey, c.eventDate FROM _Click c WHERE c.IsUnique = 1
- C. SELECT c.SubscriberKey, MAX(c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey
- D. SELECT c.SubscriberKey, MIN (c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey

Answer: C

Explanation:

To populate a data extension with the date of the most recent click for each subscriber, the developer should use the following SQL query:

SELECT c.SubscriberKey, MAX(c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey This query selects the SubscriberKey and the maximum eventDate for each subscriber from the _Click Data View, ensuring that the most recent click date is retrieved.

References:

Salesforce Marketing Cloud Data Views

SQL MAX Function

NEW QUESTION # 84

A developer wants to review the available properties for using the DataExtensionField SOAP API object.

Where could the developer find this information

- A. Contact Support and request the information
- B. Open the Object Inspector in the Salesforce Developer Console
- C. **Developer Center at <https://developer.salesforce.com>**

Answer: C

Explanation:

The developer can find information about the available properties for the DataExtensionField SOAP API object in the Developer Center at <https://developer.salesforce.com> (B). The Developer Center provides comprehensive documentation and reference materials for Salesforce APIs, including the SOAP API.

References:

Salesforce Developer Center

SOAP API DataExtensionField Object

NEW QUESTION # 85

NTO is using a mobile campaign to collect an email addresses of interested subscribers. Using AMPscript's API functions they will send a confirmation email when an email is texted into their short code. Which two objects are required to successfully create a TriggerSend object? Choose 2

- A. **TriggerSendDefinition**
- B. Contact
- C. Attribute
- D. **Subscribers**

Answer: A,D

Explanation:

To successfully create a TriggerSend object using AMPscript's API functions, the following objects are required:

* TriggerSendDefinition (B) - Defines the parameters of the triggered send, including the email to be sent and the associated attributes.

* Subscribers (D) - Represents the individual recipients who will receive the email.

These objects ensure that the correct email is sent to the specified subscribers when the TriggerSend is executed.

References:

Salesforce Marketing Cloud API

AMPScript API Functions

NEW QUESTION # 86

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