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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q191-Q196):

NEW QUESTION # 191

A marketer from Cloud Kicks wants to make sure no email from their welcome journey gets sent to their competitor at Rainbow

Run.

Which two best practices should the developer use when setting up the Send Email Activity in the welcome journey?
Choose 2 answers

- A. Create a Filter Activity In the journey that removes the Rainbow Run domain
- **B. Create an Exclusion Script with the Rainbow Run domain for use In the activity**
- **C. Create a Suppression List with all possible email addresses from Rainbow Run**
- D. Create a data extension with the Rainbow Run domain for use with a Domain Exclusion

Answer: B,C

Explanation:

To ensure that emails are not sent to a competitor, the best practices are:

* Suppression List: Create a Suppression List that includes all possible email addresses from Rainbow Run. This list will prevent these email addresses from receiving emails.

* Exclusion Script: Create an Exclusion Script that checks the domain of the email address and excludes addresses from Rainbow Run.

Salesforce Suppression Lists

Reference: Salesforce Exclusion Scripts

NEW QUESTION # 192

A developer wants to configure performance tracking of the content dynamically created via AMPscript in an email. Which two steps should be performed to achieve this objective? Choose 2

- A. Configure dynamic content block in Content Builder
- **B. Include the functions BeginImpressionRegion and EndImpressionRegion**
- C. Add a unique identifier in the HTML tags within the generated content
- **D. Request theImpression Tracking feature be enabled on the account**

Answer: B,D

Explanation:

To track the performance of dynamically created content via AMPscript in an email, the following steps should be performed:

* Request the Impression Tracking feature be enabled on the account: This feature must be enabled to track impressions of dynamic content.

* Include the functions BeginImpressionRegion and EndImpressionRegion: These functions are used within the AMPscript code to mark the beginning and end of the content region that needs to be tracked.

* Example:

ampscript

Copy code

```
%%[BeginImpressionRegion('DynamicContent')]%% <p>%%=v(@DynamicContent)=%%</p> %%  
[EndImpressionRegion()]%%
```

Salesforce AMPscript Functions for Tracking

NEW QUESTION # 193

An UpdateDE AMPscript function is used to update a column value in a data extension row when an email is sent. The emails being sent to 250,000 subscribers, but the user decides to cancel the send during the sending process and only 400 emails are sent. How many subscriber rows would be affected by the UpdateDE function?

- A. All 250,000 subscribers
- **B. 400 subscribers who were sent the email**
- C. No rows are updated
- D. Only subscribers who exist in All Subscribers

Answer: B

Explanation:

The UpdateDE function in AMPscript updates the data extension rows as the emails are being sent. If the send is canceled and only 400 emails are sent, then only the 400 subscribers who received the email will have their data extension rows updated by the

UpdateDE function.
Salesforce AMPscript UpdateDE Function

NEW QUESTION # 194

A developer wants to upload a base64-encoded file to Content Builder using an API Installed Package but receives an insufficient Privileges error. What should the developer check to troubleshoot the error?

- A. Verify the Asset Type Id matches the Asset Type Name
- B. Confirm the Component's Channel options are available
- C. Confirm the REST Base URI uses the correct subdomain
- **D. Validate Client Id and Client Secret are correct**

Answer: D

Explanation:

When receiving an "insufficient Privileges" error while attempting to upload a base64-encoded file to Content Builder using an API Installed Package, the developer should validate the Client Id and Client Secret are correct. These credentials are necessary for authentication and authorization when interacting with Salesforce Marketing Cloud APIs.

References:

Salesforce Marketing Cloud API Authentication
Salesforce Marketing Cloud Content Builder API

NEW QUESTION # 195

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 # 196

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