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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q141-Q146):

NEW QUESTION # 141

Landing pages can use which SSJS library? 1. Core Library 2. Platform Library 3. SSJS Library

- A. All 1, 2 and 3
- **B. Only 1 and 2**
- C. Only 2 and 3
- D. None of these
- E. Only 1 and 3

Answer: B

Explanation:

In Salesforce Marketing Cloud, landing pages can use the Core Library and the Platform Library of Server-Side JavaScript (SSJS). The Core Library provides fundamental functions, while the Platform Library provides additional functionality to interact with Marketing Cloud-specific features.

* Core Library: Provides basic SSJS functionality.

* Platform Library: Extends SSJS functionality with additional methods specific to Marketing Cloud.
Salesforce SSJS Documentation

NEW QUESTION # 142

Which SSJS library can be used in landing pages? Choose 1.

- A. Platform
- B. Core
- **C. Both**
- D. None

Answer: C

NEW QUESTION # 143

A developer needs to identify all subscribers who were sent Job ID 420 but did not click any links.

Which SQL statement would produce the desired results?

Answer:

Explanation:

To identify all subscribers who were sent Job ID 420 but did not click any links, the developer should use a SQL statement that selects subscribers from the _Sent Data View where the Job ID is 420 and excludes those who are found in the _Click Data View. The correct SQL statement is:

```
SELECT s.SubscriberKey FROM _Sent s LEFT JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID WHERE s.JobID = '420' AND c.SubscriberKey IS NULL
```

This query performs a left join between the _Sent and _Click data views and filters the results to include only those subscribers who do not have a corresponding click record.

References:

Salesforce Marketing Cloud Data Views

SQL Join and Subquery Documentation

NEW QUESTION # 144

Why would a developer use LookupRows instead of the Lookup AMPscript function?

- **A. To return a complete rowset from the data extension**
- B. To access a data extension, as Lookup only targets lists
- C. To see how many rows are in a data extension
- D. To stay at the limit of two Lookup calls in one email

Answer: A

Explanation:

A developer would use the LookupRows function instead of the Lookup AMPscript function to return a complete rowset from the data extension (A). The LookupRows function retrieves all rows that match a specified criterion, returning a rowset that can be further processed or iterated over in AMPscript. In contrast, the Lookup function retrieves only a single field value from the first row that matches the specified criteria.

References:

Salesforce Marketing Cloud AMPscript Guide

Salesforce Marketing Cloud AMPscript Functions

NEW QUESTION # 145

A developer wants to write a query to compile data originating from an HTML form so it can be exported in CSV format. However, the source data extension may contain line breaks within the Comments field, which makes it difficult to read and sort the resulting CSV.

Which SQL functions could be used to change each line break to a single space?

- A. LTRIM and RTRIM
- B. REPLICATE and NCHAR
- C. REPLACE and CHAR
- D. FORMAT and SPACE

Answer: C

Explanation:

To remove line breaks within the Comments field and replace them with a single space, you can use the REPLACE function in combination with the CHAR function. The CHAR(13) and CHAR(10) functions represent carriage return and line feed characters, respectively.

* REPLACE Function: This function is used to replace occurrences of a specified string with another string.

* CHAR Function: This function returns the character based on the ASCII code provided.

* Example:

```
SELECT REPLACE(REPLACE(Comments, CHAR(13), ' '), CHAR(10), ' ') AS Comments FROM YourDataExtension
```

Salesforce SQL Reference

NEW QUESTION # 146

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