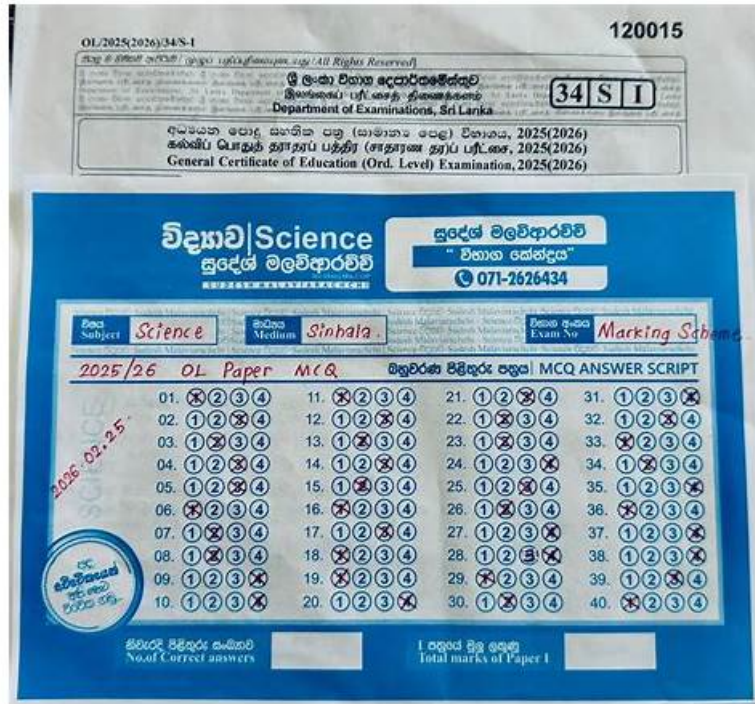


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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q31-Q36):

NEW QUESTION # 31

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

Answer: C

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:

Salesforce Marketing Cloud SSJS Guide

AMPscript and SSJS Integration

NEW QUESTION # 32

Certification Aid wants to add new customers to a cross-channel welcome campaign when they register on the company website.

Which API should be used for this? Choose 1.

- A. Event Notification API
- B. Personalization Builder API
- C. **Journey Builder API**
- D. Transactional Messaging API

Answer: C

Explanation:

To add new customers to a cross-channel welcome campaign when they register on the company website, the Journey Builder API (D) should be used. This API allows you to programmatically inject contacts into a journey, triggering personalized marketing interactions across multiple channels.

References:

Salesforce Marketing Cloud Journey Builder API

Cross-Channel Campaign Management

NEW QUESTION # 33

A customer wants a list of subscribers who were sent an email within the past 12 months.

How should this request be completed?

- A. Locate the email sends in the Tracking tab within Email Studio
- B. **Query against the Job and Sent data views**
- C. Create a measure with criteria sent_date is after today minus 565 days
- D. Run a tracking extract via the SOAP API

Answer: B

Explanation:

To get a list of subscribers who were sent an email within the past 12 months, you should query the Job and Sent data views. These data views contain detailed information about email sends and can be used to filter subscribers based on the send date.

* SQL Query Example:

```
SELECT s.SubscriberKey FROM _Sent s JOIN _Job j ON s.JobID = j.JobID WHERE j.SendDate >= DATEADD(month, -12, GETDATE())
```

 Salesforce Data Views

NEW QUESTION # 34

Northern Trail Outfitters is using a mobile campaign to collect 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 TriggeredSend object? Choose 2 answers

- A. Attribute
- B. Contact
- C. Subscribers
- D. TriggeredSendDefinition

Answer: C,D

NEW QUESTION # 35

A developer wants to include an AMPscript if/else statement in an email to satisfy the condition "if the subscriber's tier is not premier then display heading encouraging them to upgrade." The tier value has already been set as variable named @level. How should the developer write this AMPscript conditional statement?

- A. %%[IF @level = 'premier' THEN SET @message = You are premier member
- B. "%%[ENDIF]%% %%v(message)=%%[IF(@level IS 'premier', Upgrade to premier now! You are a premier member%%=IIF(@level = 'premier', 'You are a premier member!', Upgrade to premier now!
- C. "%%[ENDIF IF @level = 'premier' THEN SET @message = 'Upgrade to premier now
- D. %%[IF(@level = 'premier') THEN 'Upgrade to premier now!' ELSE 'You are a premier member' ENDIF]%%
- E. %%=IIF @level = premier, You are a premier member" Upgrade to premier now!

Answer: B

Explanation:

The IIF function in AMPscript is a shorthand way to perform conditional logic within an inline expression. It evaluates a condition and returns one of two values based on whether the condition is true or false.

* AMPscript IIF Example:

```
%%=IIF(@level = 'premier', 'You are a premier member!', 'Upgrade to premier now!)=%% Salesforce AMPscript IIF Function
```

NEW QUESTION # 36

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