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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q142-Q147):

NEW QUESTION # 142

A developer wants to build an audience by identifying subsceivers who opened a specific email. Which query should the developer use?

- A. SELECT * FROM _Open WHERE JobID = "1234"
- B. **SELECT SubscriberKey FROM _Open WHERE JobID = '1234'**
- C. SELECT * FROM _Open WHERE ListID = '1234'
- D. SELECT SubscriberID FROM _Open WHERE JobID = "1234"

Answer: B

NEW QUESTION # 143

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

Answer: A,C

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)
```

1: Salesforce AMPscript LookupRows

Reference: Salesforce AMPscript LookupOrderedRows

NEW QUESTION # 144

Certification Aid created a journey and event definition in Marketing Cloud. Which of the following resources are relevant to inject Contacts into the journey using the REST API? Choose 2.

- A. POST /interaction/v1/interactions/contactentry
- B. **POST/eventDefinitions/key:{key} or /eventDefinitions/{id}**
- C. GET /eventDefinitions/key:{key}
- D. **POST /interaction/v1/events**

Answer: B,D

Explanation:

To inject contacts into a journey using the REST API, the correct endpoints involve the event definitions and events.

* **POST /eventDefinitions/key:{key} or /eventDefinitions/{id}**: This endpoint allows you to interact with event definitions by key or ID, which is essential for managing journey events.

* **POST /interaction/v1/events**: This endpoint is used to inject events into the journey, thus adding contacts to the journey based on the defined event.

NEW QUESTION # 145

A developer is creating a custom preference center and wants to log unsubscribe events from the CloudPage. Which set of parameters should be captured and provided to the LongUnsubEvent Execute Call to ensure accurate unsubscribe information?

- A. SubscriberKey and BatchID
- B. SubscriberID and BatchID
- C. EmailAddress and JobID
- D. **SubscriberKey and JobID**

Answer: D

NEW QUESTION # 146

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

Answer: A,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.

NEW QUESTION # 147

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