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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q145-Q150):

NEW QUESTION # 145

A developer wants to create an HTML table where rows will alternate background colors between white and red. The developer does not know how many rows will be sent within each email, and decides to use a loop and assigns the RowCount() of the table

rows to the variable @numerator. What is the recommended AMPscript logic to determine the background color of each table row within the loop?

- A. %%[IF MOD(@numerator,2) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- B. %%[IF SUBSTRING(DIVIDE(@numerator,2),1) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- C. %%[IF @numerator/2 = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- D. %%[IF DIVIDE(@numerator,2)=1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%

Answer: A

Explanation:

To alternate the background color of rows in an HTML table using AMPscript, the MOD function can be used to determine if the row number is odd or even.

* MOD Function: The MOD function returns the remainder of a division operation. By using MOD(@numerator, 2), the function returns 1 for odd rows and 0 for even rows, allowing the background color to be set accordingly.

* AMPscript Example:

```
%%[ SET @numerator = 1 FOR @i = 1 TO RowCount(@rows) DO SET @color = IF MOD(@numerator, 2)
= 1 THEN 'Red' ELSE 'White' ENDIF SET @numerator = ADD(@numerator, 1) ]%% <tr style="background-color:
%%v(@color)=%%;"> <!-- Row content --> </tr> %%[ NEXT @i ]%%
```

NEW QUESTION # 146

A particular data extension needs to be configured to store six months of data.
How should data retention be added to the data extension in Email Studio?

- A. Create a new data extension that includes data retention settings
- B. Run a query to overwrite the rows with six months of data
- C. Update the data extension configuration to include data retention settings.
- D. Import a file to overwrite the rows with six months of data

Answer: C

Explanation:

To configure a data extension to store data for six months, you should update the data extension configuration to include data retention settings.

* Data Retention Settings: You can configure data retention directly within the data extension settings in Email Studio to specify how long data should be retained. This ensures that data older than the specified period is automatically deleted.

* Go to Email Studio -> Subscribers -> Data Extensions.

* Select the data extension you want to configure.

* Click on "Properties".

* Under "Data Retention", set the retention period to six months and define the retention settings accordingly.

1: Salesforce Data Extension Retention Settings

NEW QUESTION # 147

A marketing director at Northern Trail Outfitters wants to analyze the Send, Click, and Open Data Views.
Which activities should the developer build to generate the data before transferring it to the SFTP?

- A. Data Views Extract > Filter Activity
- B. Query Activity > Data Extension Extract
- C. Query Activity > Tracking Extract
- D. Filter Activity > Data Extension Extract

Answer: A

NEW QUESTION # 148

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

- A. None of these

- B. All 1,2 and 3
- **C. Only 1 and 2**
- D. Only 1 and 3
- E. Only 2 and 3

Answer: C

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.

NEW QUESTION # 149

A developer is working on cross-channel campaign functions for the email team at Northern Trail Outfitters.

They are reviewing available APIs for the different Marketing Cloud applications to determine the most appropriate solution for each.

Which application utilizes the REST API?

- A. Automation Studio
- **B. Content Builder**
- C. Classic Content

Answer: B

Explanation:

Content Builder uses the REST API to manage content within Salesforce Marketing Cloud. The REST API allows developers to create, update, retrieve, and delete content assets, making it suitable for cross-channel campaign functions.

1: Salesforce Content Builder API

NEW QUESTION # 150

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