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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q44-Q49):

NEW QUESTION # 44

Where can the SSJS Core library be used? Choose 2.

- A. SMS messages
- B. Email messages
- C. Marketing Cloud apps
- D. Landing pages

Answer: C,D

NEW QUESTION # 45

A developer wants to delete a batch of subscribers from Marketing Cloud. The developer performs a Contact Delete on a batch of records in a data extension in Contact Builder. Which scenario would cause subscriber records to remain in the data extension?

- A. Non-sendable data extension with SubscriberKey field
- B. Sendable data extension with SubscriberKey and EmailAddress fields
- C. Contact Delete process does not delete rows from data extensions
- D. Sendable data extension with SubscriberKey field

Answer: C

Explanation:

The Contact Delete process in Marketing Cloud removes contact data from the contact model but does not remove records from the data extensions themselves.

* Contact Delete Process: When you perform a Contact Delete in Contact Builder, it removes the contact data from the contact model but leaves the actual rows in the data extensions intact.

Salesforce Contact Deletion Process

NEW QUESTION # 46

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

Answer: C

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 ]%%
```

Salesforce AMPscript Functions

NEW QUESTION # 47

A developer uses the messageDefinitionSends REST API endpoint to send a triggered send email. This method returns a 202 (success) response code. How could the developer validate if the email was successfully sent?

- A. Use the validateEmail REST resource with POST method to obtain the email delivery details from the request.
- **B. Use the messageDefinitionSend/key:(key)/deliveryRecords REST endpoint with GET method**
- C. Confirm the record was successfully inserted into the associated Triggered Send Data Extension.
- D. The 202 response code indicates the message was sent successfully; no further action is required.

Answer: B

Explanation:

After using the messageDefinitionSends REST API endpoint to send a triggered send email, and receiving a 202 (success) response code, the developer can validate if the email was successfully sent by using the messageDefinitionSend/key:(key)/deliveryRecords REST endpoint with the GET method. This endpoint provides delivery records and allows verification of the email's delivery status.

References:

Salesforce Marketing Cloud REST API Reference
Triggered Send Email Validation

NEW QUESTION # 48

Certification Aid wants to import an encrypted CSV file from the Marketing Cloud Enhanced FTP server. Which two File Transfer activities are needed to achieve this? Choose 2.

- A. To move the import file from the Safehouse to Marketing Cloud.
- B. To decrypt the import file on the Enhanced FTP server.
- **C. To move the import file from the Enhanced FTP server to the Safehouse**
- **D. To decrypt the import file on the Safehouse.**

Answer: C,D

Explanation:

When importing an encrypted file from the Enhanced FTP server, you need to move the file to the Safehouse first, and then decrypt it within the Safehouse.

* Move to Safehouse: Use a File Transfer activity to move the encrypted file from the Enhanced FTP server to the Safehouse.

* Decrypt in Safehouse: Use another File Transfer activity to decrypt the file within the Safehouse.

Salesforce File Transfer Activities

NEW QUESTION # 49

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