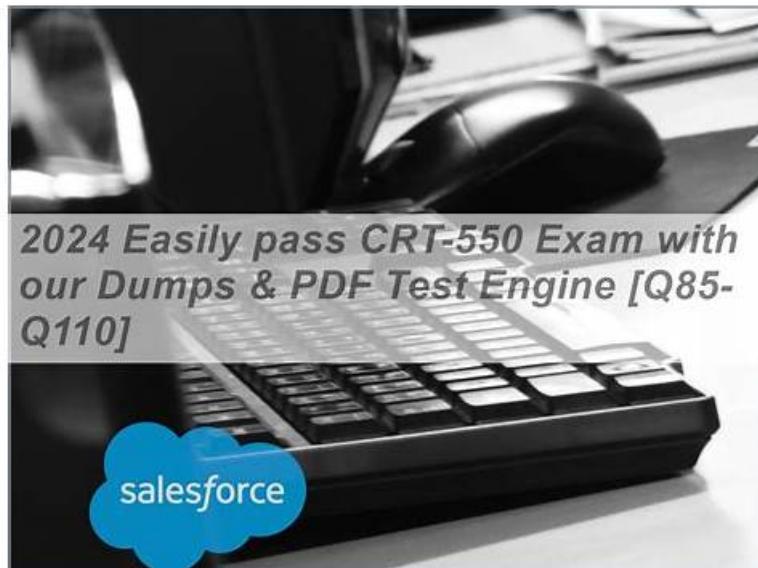


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NEW QUESTION # 50

A customer has several values that need to be used in the body of an email send.

- * The data would be stored in a reference data extension, related on SubscriberKey
- * There may be one or more records for each subscriber
- * The audience is generally over 1 million subscribers
- * The content is time sensitive and should be sent as quickly as possible
- * The customer is not using "Catch and release" sending
- * The reference data extension contains 25 columns

What method should be used

- A. Server side JavaScript a single LookupOrderedRows function
- B. AMPScript a single lookup function
- C. Dynamic content via the Dynamic content wizard
- D. **AMPScript a single LookupOrderRows function**

Answer: D

NEW QUESTION # 51

Northern Trail Outfitters has a data extension that stores all of their orders. They want to send out a daily email for orders with their status changed to 'shipped' that day through a journey.

Which two methods should be used to filter entry into the journey? (Choose 2 answers)

- A. **Entry Source Filter**
- B. Decision Split
- C. **SQL Query**
- D. Filter Activity

Answer: A,C

Explanation:

To filter records entering a journey based on an updated status field ("shipped"), the marketer should use:

* An Entry Source Filter to limit which contacts actually enter the journey at the point of entry (e.g., only those whose order status is 'shipped' today).

* An SQL Query to preprocess or segment records within a Data Extension before injecting them into the journey.

Filter Activity is used inside Automation Studio (not at the journey entry point), and Decision Splits occur after entry - not before.

Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Entry Source Filters

"An entry source filter defines criteria that records must meet before entering a journey." Source: Salesforce Help - SQL Query Activities

"Use SQL Query Activities to select, transform, and filter data from one or more data extensions."

NEW QUESTION # 52

Which statement is correct regarding tracking aliases? Choose 2 answers

- A. **Tracking aliases are primarily relevant when used with email conversion tracking.**
- B. Tracking aliases are associated with a URL in HTML as: tag="alias text".
- C. Tracking aliases are found in Tracking and some standard reports.
- D. **Tracking aliases can differentiate click activity in an email to the same URL.**

Answer: A,D

NEW QUESTION # 53

A customer asks why the send time values within an email are not being added to a Send Log.

Which two actions would successfully write send time variables to their Send Log? Choose 2 answers

- A. Use the WriteToLogO AMPscript function In the content.
- B. **Enable send logging to a data extension during send process.**
- C. **Match an AMPscript variable name to a Send Log field.**
- D. Ensure the send log Is linked In an attribute group.

Answer: B,C

NEW QUESTION # 54

Northern Trail Outfitters is investigating implementing MobileConnect to allow SMS messaging in their UK, Germany, and Swiss

subsidiaries. Each subsidiary has its own business unit and they are trying to determine if a single long code could be used for all markets.

What functionality would tie to additional long code Implementation?

- A. Do they need to support different From Names by country?
- B. Do they need to support UTF-8 characters in their SMS?
- C. Do they need to have independent reporting on SMS sends by country?
- D. Do they need to support inbound messages in each country?

Answer: D

NEW QUESTION # 55

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