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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q91-Q96):

NEW QUESTION # 91

A developer is querying data from the `_Bounce` data view and storing it in a data extension. They have found that sometimes the fields `SMTPBounceReason` and `SMTPCode` exceed the 4000-character limits for each field as specified in the DE schema. After consulting with the original requestor, it was decided that they could simply store the first 4000 characters for each of those fields. Which SQL function could be used for this purpose?

- A. RIGHT
- B. LEFT
- C. FIRST

Answer: B

Explanation:

To store only the first 4000 characters of the fields `SMTPBounceReason` and `SMTPCode` in a data extension, the developer should use the `LEFT (C)` SQL function. This function returns the specified number of characters from the beginning of a string.

Example:

```
SELECT SubscriberKey, LEFT(SMTPBounceReason, 4000) AS SMTPBounceReason, LEFT(SMTPCode, 4000) AS SMTPCode FROM _Bounce
```

References:

SQL LEFT Function

Salesforce Marketing Cloud SQL Reference

NEW QUESTION # 92

Certification Aid wants to create a file drop automation with a filename pattern. An import file is placed daily on the Marketing Cloud Enhanced FTP server, and the file name always starts with the current month and day (e.g. OCT26). How should the filename pattern be defined? Choose 2.

- A. `%%Month%%/%%Day%%`
- B. Ends With operator
- C. Begins With operator
- D. `%%MMDD%%`

Answer: C,D

Explanation:

To define a filename pattern that matches files starting with the current month and day, you can use the `%%MMDD%%` pattern and the "Begins With" operator.

* `%%MMDD%%` Pattern: This pattern represents the month and day in a two-digit format.

* Begins With Operator: This operator ensures that the automation matches filenames that start with the specified pattern.

Salesforce File Drop Automations

NEW QUESTION # 93

A new record is appended to the `Orders` data extension each time a customer makes a purchase. Which SQL statement would select a unique list of subscribers who have made multiple purchases?

- A. `SELECT SubscriberKey FROM Orders GROUP BY SubscriberKey`
- B. `SELECT DISTINCT SubscriberKey FROM Orders`
- C. `SELECT TOP 1 SubscriberKey FROM Orders`
- D. `SELECT SubscriberKey FROM Orders GROUP BY SubscriberKey HAVING COUNT(*)>1`

Answer: D

Explanation:

To select a unique list of subscribers who have made multiple purchases, the developer should use the following SQL statement: SELECT SubscriberKey FROM Orders GROUP BY SubscriberKey HAVING COUNT(*) > 1 This query groups the records by SubscriberKey and selects only those groups where the count of records is greater than one, indicating multiple purchases.

References:

SQL GROUP BY Statement

SQL HAVING Clause

NEW QUESTION # 94

A developer wants to retrieve a row of data from a data extension using the SOAP API. Which API Object should be used for this call?

- A. Row
- **B. DataExtensionObject**
- C. DataExtensionField
- D. DataExtension

Answer: B

Explanation:

To retrieve a row of data from a data extension using the SOAP API, the developer should use the DataExtensionObject API Object. This object allows for operations such as retrieving, updating, and inserting rows within a data extension.

References:

Salesforce Marketing Cloud SOAP API DataExtensionObject

Salesforce Marketing Cloud SOAP API Reference

NEW QUESTION # 95

Which SSJSlibrary can be used in landing pages? Choose 1.

- A. Platform
- B. None
- **C. Both**
- D. Core

Answer: C

NEW QUESTION # 96

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