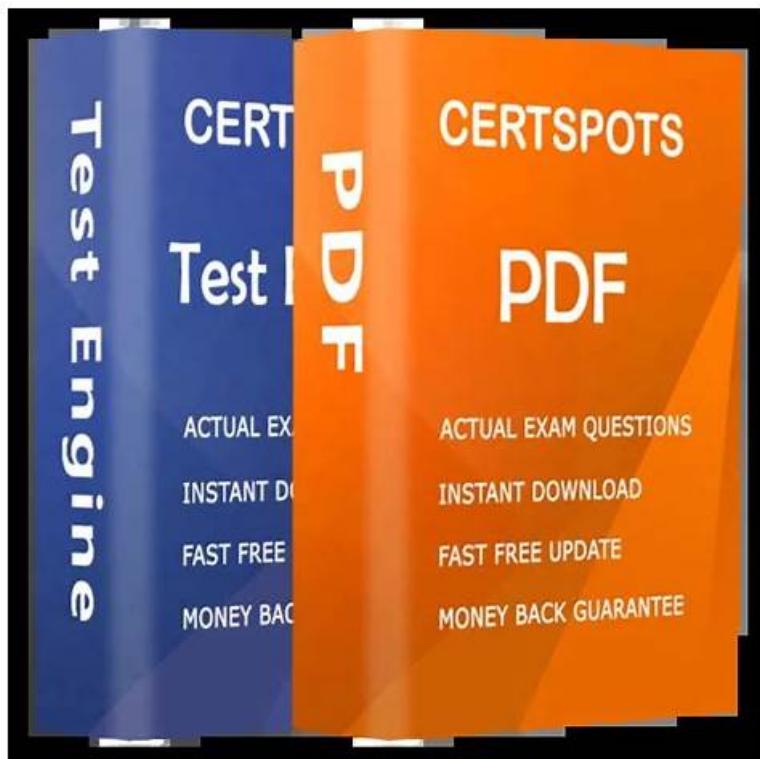


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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q194-Q199):

NEW QUESTION # 194

A developer wants to include an AMPscript if/else statement in an email to satisfy the condition "if the subscriber's tier is not premier then display heading encouraging them to upgrade." The tier value has already been set as variable named @level. How should the developer write this AMPscript conditional statement?

- A. "ENDIF IF @level == 'premier' THEN SET @message = 'Upgrade to premier now'
- B. %%[IF @level == 'premier' THEN SET @message = You are premier member

- C. %%=IIF (@level == 'premier', 'You are a premier member', 'Upgrade to premier now!')
- D. %%=IF(@level IS 'premier', 'Upgrade to premier now!', 'You are a premier member')=%%
- E. %%IF(@level == 'premier') THEN 'Upgrade to premier now!' ELSE 'You are a premier member' ENDIF%%

Answer: D

Explanation:

The IIF function in AMPscript is a shorthand way to perform conditional logic within an inline expression. It evaluates a condition and returns one of two values based on whether the condition is true or false.

* AMPscript IIF Example:

%%=IIF(@level = 'premier', 'You are a premier member!', 'Upgrade to premier now!')=%% Salesforce AMPscript IIF Function

NEW QUESTION # 195

Which programming language should be used in email messages? Choose 1.

- A. Either AMPscript or SSJS
- B. AMPscript only
- C. Both
- D. SSJS only

Answer: A

Explanation:

In Salesforce Marketing Cloud, you can use either AMPscript or Server-Side JavaScript (SSJS) in email messages. Both languages are supported and can be used to manipulate data, create dynamic content, and perform other server-side operations.

Salesforce Programming Languages in Emails

NEW QUESTION # 196

A marketer is troubleshooting why an email send's tracking information is not available in Sales Cloud. The marketer confirms MarketingCloud Connect is installed properly. What should be confirmed next to continue troubleshooting the send's tracking information?

- A. The tracking destination folder was set to My Tracking
- B. The audience was built using a Triggered Send Data Extension template
- C. The audience was a Salesforce Data Extension containing the appropriate SFID
- D. The email was sent to the All Subscribers list

Answer: C

Explanation:

If the email send's tracking information is not available in Sales Cloud, the next step is to confirm that the audience was a Salesforce Data Extension containing the appropriate Salesforce ID (SFID).

* Salesforce Data Extension: Ensure that the data extension used for the send is a Salesforce Data Extension that includes the appropriate SFID for each subscriber. This is crucial for the integration to correctly match the tracking data with the Salesforce records.

Salesforce Marketing Cloud Connect Troubleshooting

NEW QUESTION # 197

A company needs to retrieve a large number of rows from a data extension via the API.

Which two solutions would optimize the performance?

Choose 2 answers

- A. Use the ContinueRequest feature.
- B. Use the REST API instead of the SOAP API.
- C. Use a SimpleFilterPart to retrieve small sets of relevant data.
- D. Use the AMPscript API functions on a CloudPage.

Answer: A,B

Explanation:

To optimize the performance when retrieving a large number of rows from a data extension via the API, the following solutions can be used:

- * Use the REST API instead of the SOAP API (A) - The REST API generally offers better performance for data retrieval operations compared to the SOAP API.
- * Use the ContinueRequest feature (C) - This feature allows for the pagination of results, enabling the retrieval of large datasets in manageable chunks.

References:

[Salesforce Marketing Cloud REST API](#)

[Salesforce Marketing Cloud SOAP API ContinueRequest](#)

NEW QUESTION # 198

NTO is reconsidering the requirement to have English, Spanish and French versions of their email campaigns.

They request a developer to create a query which aggregates clicks grouped by language of the recipient.

Language is stored in a Profile Attribute. Which two Data Views would be included in the query? Choose 2 answer

- A. Click
- B. Subscribers
- C. AllSubscribers
- D. Subscribers

Answer: A,B

Explanation:

To create a query that aggregates clicks grouped by the language of the recipient, the developer needs to use Data Views that store subscriber and click information. The required Data Views are:

- * Subscribers (A) - This Data View contains information about subscribers, including their profile attributes such as language.
- * Click (D) - This Data View contains information about click events for email messages, which can be used to aggregate clicks.

The query would join these Data Views on a common identifier (e.g., SubscriberKey) and group the results by the language attribute.

References:

[Salesforce Marketing Cloud Data Views](#)

[SQL Reference Guide](#)

NEW QUESTION # 199

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