

Salesforce MC-202 Latest Materials & Vce MC-202 Test Simulator

Could you please help me build the Salesforce formula that calculates the first day of the next month?

Certainly! In Salesforce, you can use a formula field to calculate the first day of the next month. Below is the formula you can use for this purpose:

```
DATE(
  YEAR(TODAY()),
  MONTH(TODAY()) + 1,
  1
)
```

However, this formula needs a slight adjustment to handle the case when the current month is December, because adding 1 to December (month 12) would result in month 13, which is invalid. Instead, we should reset the month to January of the next year. Here's the adjusted formula to account for this:

```
DATE(
  IF(MONTH(TODAY()) = 12, YEAR(TODAY()) + 1, YEAR(TODAY())),
  IF(MONTH(TODAY()) = 12, 1, MONTH(TODAY()) + 1),
  1
)
```

This formula works as follows:

- `IF(MONTH(TODAY()) = 12, YEAR(TODAY()) + 1, YEAR(TODAY()))` calculates the correct year, incrementing it if the current month is December.
- `IF(MONTH(TODAY()) = 12, 1, MONTH(TODAY()) + 1)` sets the month to January if the current month is December; otherwise, it increments the current month by one.
- The `1` at the end ensures that the day is always set to the first day of the month.

You can add this formula to a formula field in Salesforce to get the first day of the next month.

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions

(Q31-Q36):

NEW QUESTION # 31

Northern Trail Outfitters (NTO) receives a complaint from a long-time customer who claims that, despite providing an updated email address, they are still receiving emails at an old address. NTO confirms that the customer's new email address is stored in the target data extension.

What is preventing the customer from receiving emails at their new address?

- A. The email address has not been updated in All Subscribers.
- B. The new email address is from an unsupported domain.
- C. The customer has not opted in again with the new address.

Answer: A

Explanation:

Reference: Salesforce Documentation - All Subscribers

NEW QUESTION # 32

Northern Trail Outfitters (NTO) receives a daily file drop of customers who have made recent purchases.

NTO would like to send out a thank you email the first time they show up in the file drop.

How should Journey Builder be configured to meet this requirement?

- A. Configure Journey Email Send to dedupe on email address.
- B. Configure Journey Entry Event to 'allow no re-entry.'
- C. Configure Journey Settings to 'allow no re-entry.'

Answer: B

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Journey Builder Entry Event Settings

NEW QUESTION # 33

A marketer needs to send emails to the creative team for proofing as part of an email campaign.

Which feature should help achieve this as an automatic flow?

- A. Content Builder Approvals
- B. Subscriber Preview
- C. Approval Workflow

Answer: C

Explanation:

Reference: Salesforce Documentation - Approval Workflows

NEW QUESTION # 34

Northern Trail Outfitters imports an encrypted file of its subscribers' favorite colors.

Which automation activity and configuration setting should be used for import to a data extension?

- A. Configure Field-Level Encryption in import file.
- B. Specify character encoding in import file.
- C. Manage Files in File Transfer.

Answer: C

Explanation:

When importing an encrypted file, the first step is to decrypt the file using the File Transfer activity in Salesforce Marketing Cloud.

The Manage Files option within File Transfer allows you to configure and automate the decryption process before importing the data into a data extension.

References:

Salesforce Marketing Cloud Documentation:File Transfer Activity

NEW QUESTION # 35

A marketer for Northern Trail Outfitters needs to see test emails for each subscriber in a data extension.

What should the marketer do to ensure the data extension appears as a Recipient Test Data Extension in the Test Send menu?

- A. Associate the data extension to the Campaign.
- B. Save the data extension in the Test Folder.
- C. Create the data extension as 'Is Testable'.

Answer: C

Explanation:

To ensure a data extension appears as a Recipient Test Data Extension in the Test Send menu, it must be created with the 'Is Testable' attribute. This designation allows the data extension to be used in test sends, ensuring that marketers can send test emails to individual subscribers in the data extension. This feature is crucial for validating how emails will appear to different segments of the audience.

References:

Salesforce Marketing Cloud Documentation:Testable Data Extensions

NEW QUESTION # 36

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