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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q33-Q38):

NEW QUESTION # 33

A developer is experiencing timeouts when testing a SQL Query Activity in Automation Studio. How should the developer optimize the query?

- A. Use intermediate tables to break queries into smaller parts.
- B. Configure a longer timeout period within Administration in Automation Studio.
- C. Limit joins to the INNER JOIN within all SQL Query Activities.
- D. Ensure all SQL Query Activities are in the same step in the automation.

Answer: A

Explanation:

To optimize a SQL Query Activity in Automation Studio that is experiencing timeouts, the developer should use intermediate tables to break queries into smaller parts (B). This approach helps in managing complex queries by breaking them down into smaller, more manageable steps, thus reducing the likelihood of timeouts.

References:

Salesforce Marketing Cloud Documentation on Query Activity
SQL Query Optimization Tips

NEW QUESTION # 34

A customer wants to export send data to their SFTP. Which two automations would accomplish this? Choose 2

- A. Query (Data Views) > File Transfer
- B. Tracking Extract
- C. Query (Data Views) > Data Extension Extract > File Transfer
- D. Tracking Extract > File Transfer

Answer: C,D

Explanation:

To export send data to their SFTP, the following automations can be used:

* Tracking Extract > File Transfer (B) - This automation extracts tracking data and then transfers the file to an SFTP location.

* Query (Data Views) > Data Extension Extract > File Transfer (C) - This automation queries the data views to gather the necessary data, extracts the data from the data extension, and then transfers the file to an SFTP location.

References:

Salesforce Marketing Cloud Tracking Extract Activity
Salesforce Marketing Cloud File Transfer Activity

NEW QUESTION # 35

The Contact Delete feature can be used within an Enterprise 2.0 account from which business unit?

- A. The Parent account
- B. Any business unit
- C. Only in Agency accounts
- D. None of these
- E. The business unit where the contact was introduced

Answer: A

Explanation:

The Contact Delete feature can be used within an Enterprise 2.0 account from the Parent account (B). This ensures centralized management and compliance with organizational data governance policies.

References:

Salesforce Marketing Cloud Documentation on Contact Delete
Enterprise 2.0 Account Management

NEW QUESTION # 36

A developer needs to write AMPscript to ensure the expiration date on a coupon is the last day of the month. What would produce the desired result?

- A. Add 30 days using DateAdd to now
- B. Add one month using DateAdd to now
- C. Use the date format string for last day of month within FormatDate
- D. Find the first day of next month and subtract one day

Answer: D

Explanation:

To ensure the expiration date on a coupon is the last day of the month, the developer should find the first day of the next month and

subtract one day (A). This approach guarantees that the expiration date is set to the last day of the current month.

Example AMPscript:

```
SET @firstDayNextMonth = DateAdd(DatePart(Now(), "MM"), 1, "M") SET @lastDayCurrentMonth =  
DateAdd(@firstDayNextMonth, -1, "D")
```

References:

Salesforce Marketing Cloud AMPscript Guide

Salesforce Marketing Cloud Documentation

NEW QUESTION # 37

A marketer is sending an email with dynamic content contained in a series of conditionals.

Which AMPscript function should be used to track the different versions of the content within the email?

- A. ContentArea
- B. ContentBlockName
- C. ContentAreaByName
- D. BeginImpressionRegion

Answer: D

Explanation:

To track different versions of content within an email using dynamic content contained in a series of conditionals, the marketer should use the BeginImpressionRegion AMPscript function. This function marks the beginning of a region of content to track impressions, making it easier to analyze which versions of the content were viewed.

References:

Salesforce Marketing Cloud AMPscript Guide: BeginImpressionRegion

Tracking Dynamic Content in Emails

NEW QUESTION # 38

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