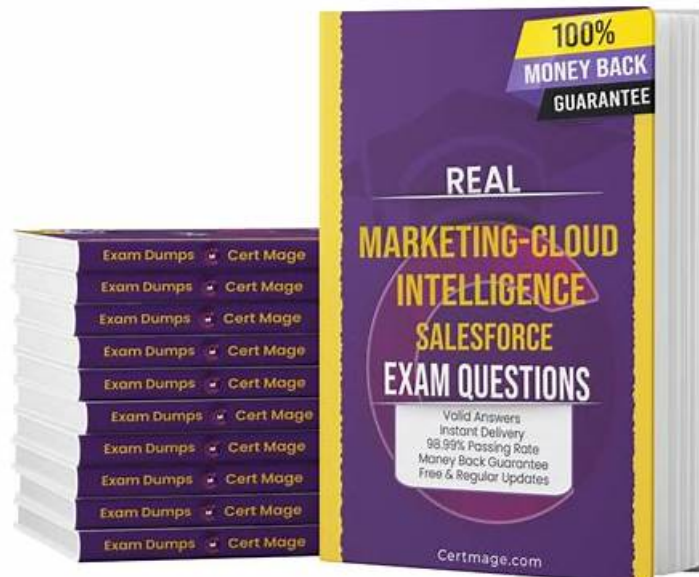


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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q136-Q141):

NEW QUESTION # 136

How many month of data can a developer query from the tracking data views (_Sent, _Open, _Click)?

- A. Six Months
- B. 12 Months
- C. One Month
- D. There is no limit

Answer: A

Explanation:

The tracking data views in Salesforce Marketing Cloud, such as _Sent, _Open, and _Click, store data for a limited period.

* Data Retention Period: Salesforce Marketing Cloud retains tracking data for up to six months in the data views. This means that developers can query up to six months of tracking data using these views.

1: Salesforce Marketing Cloud Data Views

NEW QUESTION # 137

A developer wants to populate a data extension with the date of the most recent click for each subscriber. Which query would accomplish this?

- A. `SELECT TOP 1 c.SubscriberKey, c.eventDate FROM _Click c ORDER BY c.eventDate DESC`
- B. `SELECT c.SubscriberKey, MIN (c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey`
- C. `SELECT c.SubscriberKey, c.eventDate FROM _Click c WHERE c.IsUnique = 1`
- D. `SELECT c.SubscriberKey, MAX(c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey`

Answer: D

NEW QUESTION # 138

Northern Trail Outfitters (NTO) uses a numeric identifier for Subscriber Key. Customer data is stored in a data extension with the Subscriber Key set as a Primary Key.

Which step is required for NTO when creating relationships for this data extension in Data Designer?

- A. Link the Contact Key to the Subscriber's email address when creating the relationship
- B. Link the Contact ID to the Subscriber Key when creating the relationship
- C. Use a one-to-one cardinality when creating the relationship
- D. Set Subscriber Key as a text data type before linking the data extension to Contact Key

Answer: B

NEW QUESTION # 139

In what order is AMPscript evaluated before an email is sent?

- A. Subject Line, HTML Body, Text Body
- B. Text Body, HTML Body, Subject Line
- C. HTML Body, Text Body, Subject Line
- D. HTML Body, Text Body, Text Body

Answer: A

Explanation:

AMPscript is evaluated in the following order before an email is sent:

* Subject Line: Evaluates AMPscript in the subject line first.

* HTML Body: Evaluates AMPscript within the HTML body of the email.

* Text Body: Evaluates AMPscript within the text body of the email.

This order ensures that any dynamic content or personalization logic is correctly applied in all parts of the email.

1: Salesforce AMPscript Evaluation Order

NEW QUESTION # 140

Northern Trail Outfitters (NTO) wants to determine the best identifier for subscribers across all channels.

What should be recommended?

- A. Mobile ID
- **B. Email Address**
- C. Subscriber ID
- D. Contact Key

Answer: B

NEW QUESTION # 141

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