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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q48-Q53):

NEW QUESTION # 48

A developer wants to create an HTML table where rows will alternate background colors between white and red. The developer does not know how many rows will be sent within each email, and decides to use a loop and assigns the RowCount() of the table rows to the variable @numerator. What is the recommended AMPscript logic to determine the background color of each table row within the loop?

- A. `%%[IF DIVIDE(@numerator,2)=1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%`
- B. `%%[IF SUBSTRING(DIVIDE(@numerator,2),1) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%`
- C. `%%[IF MOD(@numerator,2) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%`
- D. `%%[IF @numerator/2 = 1 THENSET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%`

Answer: A

NEW QUESTION # 49

A developer wants a link to be dynamic based on subscriber attributes. Rather than create numerous links, the developer uses AMPscript to set the link's value as a variable. The variable will be used within the <a> tag.

What should the developer do within the <a> tag to ensure clicks are tracked for the variable? Choose 2

- A. Ensure the Conversion attribute is 'true'
- B. Wrap the variable in a v function
- C. **Wrap the variable in a RedirectTo function**
- D. Include a variable for the Alias attribute

Answer: C

NEW QUESTION # 50

A developer is implementing a custom profile center and using the LogUnsubEvent request. Which parameter is required for the event to be tied to the appropriate send?

- A. Unsub Reason
- B. **JobID**
- C. SubscriberKey
- D. ListID

Answer: B

Explanation:

The JobID parameter is required for the LogUnsubEvent request to be tied to the appropriate send. The JobID uniquely identifies the email job that was sent, allowing the system to accurately log the unsubscribe event for that specific send.

* JobID: This parameter ensures that the unsubscribe event is correctly associated with the email send job.

Salesforce LogUnsubEvent Documentation

NEW QUESTION # 51

Certification Aid created following AMPscript code: `%%[ SET @var1 = 10 SET @var2 = 20 SET @var3 = 30 ]%%` How can the three variables be summed up to evaluate to 60? Choose 1.

- A. `SET @total = Sum(@var1, @var2, @var3)`
- B. **`SET @total = Add(@var1, Add(@var2, @var3))`**
- C. `SET @total = Add(@var1, @var2, @var3)`
- D. `SET @total = @var1 + @var2 + @var3`

Answer: B

Explanation:

To sum up multiple variables in AMPscript, the Add function should be used. The Add function can be nested to handle multiple values.

* Example:

`%%[ SET @total = Add(@var1, Add(@var2, @var3)) ]%%`

1: Salesforce AMPscript Add Function

NEW QUESTION # 52

A developer needs to display a value which has been calculated using an AMPscript block. This value is stored in the variable named 'Label'.

Which two ways should the developer display this value in the body of an email? Choose 2 answers

- A. %% (Write (@Label) 1) %%
- B. <ctrl:vr name=@Label />
- C. %%-v(@Label) -%%
- D. %%@Label%%

Answer: C,D

NEW QUESTION # 53

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