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**QUESTION 1**

A developer identified duplicate contacts and wants to delete roughly 10 million subscribers using ContactDelete. How could the process be expedited?

- A. Change the Suppression value to a larger value
- B. Delete any unnecessary Sendable Data Extensions
- C. Manually delete subscribers in All Contacts
- D. Stop the current delete process and delete smaller groups

Correct Answer: B

QUESTION 2

A developer created a landing page in CloudPages which return unique content when subscriber data is located on a related data extension. The developer does not know if all subscribers have rows in the related data extension, and want default content to render if no subscriber data is found on the related data extension. Which best practice should the developer follow to control the unique and default content?

- A. Use the RowCount function and an IF statement
- B. Use the Lookup, Row and Field functions
- C. Use the LookupOrderRows and Row functions
- D. Use the DataExtensionRowCount function

Correct Answer: A

QUESTION 3

Why would a developer use LookupRows Instead of the Lookup AMPscript function?

- A. To return a complete rowset from the data extension
- B. To stay at the limit of two Lookup calls in one email
- C. To see how many rows are In a data extension
- D. To access a data extension, as Lookup only targets lists

Correct Answer: A

QUESTION 4

A developer wants to create an HTML table where rows will alternate background colors between white and red. The



developer doesnot 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 @numerator/2 = 1 THEN SET @color = \"Red\" ELSE SET @color = \"White\" ENDIF]%%
- D. %%[IF MOD(@numerator,2) = 1 THEN SET @color = \"Red\" ELSE SET @color = \"White\" ENDIF]%%

Correct Answer: A

QUESTION 5

A customer wants to export send data to their SFTP. Which two automations would accomplish this? Choose2

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

Correct Answer: BC

QUESTION 6

Certification Aid wants to trigger and email send in Marketing Cloud when a purchase is made on their website. Which API should be used for this? Choose 2.

- A. Subscriber API
- B. Email API
- C. REST API
- D. SOAP API

Correct Answer: CD

QUESTION 7

A developer wants to create a Synchronized Data Extension containing Lead data from Sales Cloud. They only want to include record which contain a phone number. Each of the following field contains this information per these rules: -Phone is not black (Data Type = Phone) -PhoneExist is true (Data Type = Boolean) -ValidPhone is \"true\" (Data Type = Formula(Boolean)) -ContactType equals \"Phone\" (Data Type = Text). Which field could be used to select a subset of records in the synchronization configuration?



- A. ValidPhone
- B. Phone
- C. ContactType
- D. PhoneExists

Correct Answer: B

QUESTION 8

What is the operational order of the Contact Delete process for Marketing Cloud?

- A. Delete initiated > Suppression phase > Final Deletion
- B. Delete initiated > Final deletion
- C. Delete initiated > Final deletion > Suppression phase
- D. Data identified > Suppression phase > Delete initiated > Account page

Correct Answer: A

QUESTION 9

A developer wants to use the RaiseError Ampscript function when a subscriber does not have the necessary data to build an email. Which two outcomes are possible using this function? Choose 2 answer

- A. The send fails
- B. The email is not sent to the particular subscriber
- C. An error message is sent to the From Address used in the email
- D. The send is retried

Correct Answer: AB

QUESTION 10

Which statements are true regarding theMarketing Cloud SOAP API? Choose 2.

- A. More than 2000 SOAP calls can be performed per minute.
- B. Most SOAP calls can be synchronous or asynchronous.
- C. Uses XML in request and response body.
- D. Uses JSON in request and response body.



Correct Answer: BC

QUESTION 11

NTO had an Enterprise 2.0 account; subscribers unsubscribe from the business unit only. A developer is identifying subscribers who unsubscribed from any of the NTO child business units. Which method would identify the most accurate status for subscribers of each business unit?

- A. Create Data Extract of all Subscribers within the Parent Business unit
- B. Create Data Extracts of All Subscribers within each Child business unit
- C. Query unsubscribed from _Subscribers within the Parent business unit
- D. Query status from _ListSubscribers within the Parent business unit

Correct Answer: B

QUESTION 12

A developer needs to process a payload from an external system in a CloudPage.

What Marketing Cloud Server-Side JavaScript Platform function should be used for converting a string payload in JSON format to a JavaScript object?

- A. Base64Decode
- B. ParseJSON
- C. CreateObject
- D. Stringify

Correct Answer: B

QUESTION 13

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. %%[IF @level == \"premier\" THEN SET @message = You are premier member
- B. " ENDIF IF @level == \"premier\" THEN SET @message = \"Upgrade to premier now
- C. \"\" ENDIF]%% %%=v(message)=%%=IF (@level IS \"premier\", Upgrade to premier now! You are a premier member%%=IIF(@level= \"premier\", \"You are a premier member!\", Upgrade to premier now!
- D. %%=IIF @level == premier, You are a premier member" Upgrade to premier now!
- E. %%IF (@level == \"premier\") THEN \"Upgrade to premier now!\" ELSE \"You are a premier member\" ENDIF]%%



Correct Answer: C

QUESTION 14

A developer needs to identify all subscribers who were sent Job ID 420 but did not click any links. Which SQL statement would produce the desired results?

A.

```
SELECT s.SubscriberKey  
FROM _Sent s  
JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID  
WHERE s.JobID = 420
```

B.

```
SELECT s.SubscriberKey  
FROM _Sent s  
LEFT JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID  
WHERE s.JobID = 420 AND c.SubscriberKey IS NULL
```

C.

```
SELECT s.SubscriberKey  
FROM _Sent s  
JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID  
WHERE s.JobID = 420 AND c.SubscriberKey IS NULL
```

D.

```
SELECT s.SubscriberKey  
FROM _Sent s  
LEFT JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID  
WHERE s.JobID = 420
```

A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: C

QUESTION 15

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. %%-v(@Label) -%%

B.

C. %%@Label%%

D. %% (Write (@Label1) 1%%

Correct Answer: AC

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