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QUESTION 1

A developer wants to create a Send Log Data Extension to increase efficiency with tracking email sends.

Which two best practices should the developer remember when configuring the Send Log Data Extension? Choose 2 answers

- A. Use Data Retention to limit the amount of data captured.
- B. Limit custom fields in the data extension to 10 or fewer.
- C. Create a number of fields equal to the fields in the source data extension.
- D. Maximize the field size to accommodate all incoming data.

Correct Answer: AC

QUESTION 2

A particular data extension need to be configured to store six months of data.

How should data retention be added to the data extension in Email Studio?

- A. Run a query to overwrite the rows with six months of data
- B. Import a file to overwrite the rows with six months of data
- C. Create a new data extension that includes data retention settings
- D. Update the data extension configuration to include data retention settings.

Correct Answer: C

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



Which encryption methods are supported in file imports? Choose 2.

- A. PGP
- B. GPG
- C. AES
- D. SSH

Correct Answer: AB

QUESTION 5

An email requires custom AMPscript to append the subscriber's zip code to a link in the email. A field name zip code already exist in the sending data extension. Its important Marketing Cloud tracks subscribers who click on the link.

Which two AMPscript functions should be used in the setup? Choose

- A. Lookup
- B. Contact
- C. RedirectTo
- D. HTTPGet

Correct Answer: BC

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