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QUESTION 1

Northern Trail Outfitters uses a Send Log and sends more than one million emails per day. They want to execute daily reports on all subscriber activity without impacting send performance.

Which set of best practices should be implemented\\'\\'

A. Add a data retention policy to the Send Log. then run reports from the Send Log data extension.

B. Add a data retention policy to the Send Log. then run reports from the _Opensdata view.

C. Copy new Send Log records to an Archive data extension, then run reports from the Archive data extension.

D. Copy new Send Log records to an Archive data extension, then run reports from the Send Log data extension.

Correct Answer: B

QUESTION 2

A developer, who is new to Marketing Cloud, needs to design a landing page for a new customer. They choose to use Server-Side JavaScript (SSJS) due to their extensive knowledge of JavaScript from previous projects.

Which two features would the developer be able to leverage in their Server-Side code? Choose 2 answers

A. Wrapping of AMPscript in SSJS code

B. Direct modification of the DOM

C. External Libraries to extend functionality

D. Include Try/Catch blocks within the code

Correct Answer: CD

QUESTION 3

Northern Trail Outfitters sends a weekly email with dynamic content, and they want to record custom data inside a send log on each send to record what content was displayed and correlation flags.

What is the maximum number of custom data points recommended by Salesforce to ensure sends speeds are not affected when inserting into the built-in send log?

A. 20 fields or less

B. 10 fields or less

C. No limit

D. 5 fields or less

Correct Answer: C

QUESTION 4

A developer is using the legacy endpoint www.exacttargetapis.com and has been asked to switch to Tenant Specific
Endpoints (TSEs). What is a benefit of switching to TSEs?

A. A longer lasting OAuth token

B. API calls will no longer fail

C. Gain access to TSE-specific REST routes

D. Improved API performance

Correct Answer: D

QUESTION 5

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. BeginImpressionRegion

C. ContentAreaByName

D. ContentBlockName

Correct Answer: B

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