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QUESTION 1

A developer wants to personalize a welcome email with the recipient\\'s first name from the Customers data extension, which is different from the targeted sending data extension named NewSubscribers. Both data extensions containthe unique identifier in a field named CustomerKey. Which AMPscript Syntax would populate the first name personalization as requested?

A. %%=Lookup(\\'Customers\\', \\'FirstName\\', \\'ContactID\\', CustomerKey)=%%

B. %%=Lookup(\\'Customers\\', \\'FirstName\\', \\'CustomerKey\\', CustomerKey)=%%

C. %%=Lookup(\\'Customers\\',\\'FirstName\\',\\'CustomerKey\\', \\'CustomerKey\\')=%%

D. %%=Lookup(\\'NewSubscribers\\',\\'FirstName\\',\\'ContactID\\',CustomerKey)=%%

Correct Answer: B

QUESTION 2

Northern Trail Outfitters is using a mobile campaign to collect email addresses of interested subscribers. Using AMPScript\\'s API functionsthey will send a confirmation email when an email is texted into their short code.

Which two objects are required to successfully create a TriggeredSend object? Choose 2 answers

A. Subscribers

B. TriggeredSendDefinition

C. Attribute

D. Contact

Correct Answer: BD

QUESTION 3

A developer wants to expand the functionality of existing code which was written in AMPscript, but prefers to use Server-Side JavaScript (SSJS) for updates.

Which SSJS statement will retrieve the value of the AMPscript variable named subKey?

A. Var.Get("subKey");

B. Variable.GetTValue (\\'\\'@subKey") ;

C. Variable.SetValue("subKey", "Value");

D. Var.Retrieve("@subKey");

Correct Answer: B

QUESTION 4

CertificationAid uses Marketing Cloud Connect and wants to create a lead capture form on a landing page. When a customer submits the form, a Lead record should be created in Salesforce. Which scripting language can be used for this? Choose 2.

A. AMPscript to create Salesforce record, SSJS for form handling.

B. SSJS to create Salesforce record, AMPscript for form handling.

C. AMPscript for whole functionality.

D. SSJS for whole functionality.

Correct Answer: AC

QUESTION 5

Northtrn Trail Outfitters has set up their North American business unit to unsubscribe at the business unit level.

Which dataview would they query to identify all subscribers who are unsubscribed from that Business Unit?

A. ListSubscribers

B. ENT._Subscribers

C. _BusinessUnitUnsubscribes

D. Subscribers

Correct Answer: C

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