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QUESTION 1

NTO wants to exclude sending an email at send time to those with a record on the \\'Exclude\\' Data Extension. The primary key on this data extension is Subscriber Key.

How would a developer write the Exclusion Script?

A. Lookup (\\'Exclude\\',\\'EmailAddress\\',\\'SubscriberKey\\',SubscriberKey)

B. Lookup (\\'Exclude\\',\\'SubscriberKey\\', \\'EmailAddress\\', emailddr_)

C. Rowcount (LookupRows(\\'Exclude\\',SubsciberKey,_SubscriberKey) >0

D. Rowcount (LookupRows(\\'Exclude\\',\\'SubscriberKey,_SubscriberKey) >1

Correct Answer: C

QUESTION 2

A developer wants to configure performance tracking of the content dynamically created via AMPscript in an email. Which two steps should be performed to achieve this objective? Choose 2

A. Request the Impression Tracking feature be enabled on the account

B. Include the functions BeginImpressionRegion and EndImpressionRegion

C. Configure dynamic content block in Content Builder

D. Add a unique identifier in the HTML tags within the generated content

Correct Answer: AB

QUESTION 3

A developer is managing the data model programmatically and needs to access Attribute Group schema via the API. Which API should the developer use?

A. Bulk

B. SOAP

C. XML

D. REST

Correct Answer: D

QUESTION 4

A developer wants to programmatically inject Contacts into a journey via REST API. What is the recommended route using POST data extension fields and values?

A. /interaction/v1/interactions

B. /interaction/v1/events

C. /interaction/v1/eventDefinitions

D. /contacts/v1/contactEvents

Correct Answer: B

QUESTION 5

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

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