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QUESTION 1

Northern Trails Outfitters is using REST API to send emails to customers after a purchase.

Which considerations should be taken regarding the token used in the API Call?

A. Make a token API call and re-use the token until the next API call fails.

B. Make a token API call before each triggered send API call.

C. Make a token API call and re-use the token for that subscriber.

D. Make a token API call and re-use the token until the token expires.

Correct Answer: D

QUESTION 2

A developer is creating a custom preference center and wants to log unsubscribe eventsfrom the CloudPage. Which set of parameters should be captured and provided to the LongUnsubEvent Execute Call to ensure accurate unsubscribe information?

A. SubscriberKey and JobID

B. SubscriberID and BatchID

C. EmailAddress and JobID

D. SubscriberKeyand BatchID

Correct Answer: A

QUESTION 3

A developer uses the messageDefinitionSends REST API endpoint to send a triggered send email. This method returns a 202 (success) response code. How could the developer validate if the email was successfully sent?

A. Use the messageDefinitionSend/key:(key)/deliveryRecords REST endpoint with GET method

B. The 202 response code indicates the message was sent successfully; no further action is required.

C. Use the validateEmail REST resource with POST method to obtain the email delivery details from the request.

D. Confirm the record was successfully inserted into the associated Triggered Send Data Extension.

Correct Answer: A

QUESTION 4

A dataextension contains two fields which are being populated by a query activity. A third field has recently been added to the data extension.

Which SELECT statement is optimal for returning all of the columns in the data extension?

A. SELECT field*

B. SELECT*, field1, field2, field3

C. SELECT*

D. SELECT 22SE, field2, field3

Correct Answer: D

QUESTION 5

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

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