Code Snippets

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AMPscript

HTTP-POST: SFMC Auth Token

Description: Get SFMC auth token in AMPscript

Ref: https://developer.salesforce.com/docs/atlas.en-us.mc-app-development.meta/mc-app-development/access-token-s2s.htm

Post: https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-content/httppost2.htm

```
 1  %%[
 2  VAR @httppost,@apiid,@apistatusCode,@apiresponse,@apitoken
 3  SET @apiid = '{"clientId": "zzzzzzzzzzzz","clientSecret": "yyyyyyyyyyyyyy","grant_type": "client_credentials"}'
 4  SET @httppost = HTTPPost2("https://xxxxxxxx.auth.marketingcloudapis.com/v2/token","application/json",@apiid,fals
 5  SET @apitoken = Substring(@apistatusCode,17,24)
 6  ]%%
 7
 8  %%=v(@apitoken)=%%
 9  %%=v(@apistatusCode)=%%
10  %%=v(@apiresponse)=%%
```

HTTP-POST: SFMC Insert Rows by Key

Description: Insert rows into a DE via API

Ref: https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/postDataExtensionRowsetByKey.htm

```
 1  %%[
 2
 3  VAR @httppost,@apiid,@apistatusCode,@apiresponse,@apitoken,@deKey
 4  /* use  HTTP-POST: SFMC Auth Token to the get the token */
 5  Var @token = 'xxxxx'
 6  Var @deKey = 'xxxxx'
 7
 8  Var @Url = Concat ( 'https://xxxxxxxx.auth.marketingcloudapis.com/hub/v1/dataevents/key:', @deKey , '/rowset' )
 9  var @payLoad = "[{ 'keys':{ 'Email': 'someone@example.com'}, 'values':{ 'FirstName': 'John', 'Mobile': '04xxxxx
10
11  SET @httppost = HTTPPost2( @Url,'application/json',@payLoad, true , @apistatusCode, @apiresponse, 'Authorizatior
12
13  ]%%
```

Format date using a variable

%%=Format(@variable, "dd/MM/yyyy h:mm:ss tt")=%%

The 'dd/MM/yyyy h:mm:ss tt' sets the format of the date/time, i.e. h = 12 hour clock, H = 24 hour clock.

More information: https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-content/dateTimeFormatting.htm

SSJS

Base SSJS Code with TRY

Description: Starting code block for SSJS; including core library and Try/Catch function.

Ref: https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-

```
1   <script runat="server">
2   Platform.Load("Core","1");
3   try {
4
5     //code here
6
7   } catch(e) {
8     Write(Stringify(e));
9   }
10  </script>
```

Delete Data from DE

Description: Delete data from a target data extension using the specified field

```
1   <script runat="server">
2
3   Platform.Load("Core", "1");
4
5       var deleteDE = DataExtension.Init("yourDELETE_DE External Key");
6       var data = deleteDE.Rows.Retrieve();
7
8       for (var i=0; i < data.length; i++) {
9
10        var subKey = data[i].SubscriberKey;
11
12        var rowDelete = Platform.Function.DeleteData('TARGET DE NAME',['SubscriberKey'],[subKey]);
13
14      };
15  </script>
```

Date to IsoString and Back again

Description: How to manipulate date values in SSJS

```
1   <script runat="server">
2   var NowDate = new Date(); //sets a new date called NowDate
3   var nowtime = NowDate.getFullYear()+'-'+(NowDate.getMonth()+1)+'-'+NowDate.getDate()+" 00:00:00";
4   //output: "2021-3-5 00:00:00" = suitable for SFMC datetime fields
5
6   NowDate.setDate(NowDate.getDate()-2); //Sets the value of NowDate back 2 days
7   var dateiso = NowDate.getFullYear()+'-'+(NowDate.getMonth()+1)+'-'+NowDate.getDate()+"T00:00:00+00:00";
8   //output: "2021-3-5T00:00:00+00:00" aka ISO 8601
9
10  var startdate = new Date("2021-3-5T00:00:00+00:00"");
11  //the variable startdate is now a Date (rather than a string), so it can be compared against other dates.
12  </script>
```

HTTP-POST: SFMC Insert Subscriber into Journey

Description: Add a subscriber into a Journey using the interaction event API.

Ref: https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/postEvent.htm

```
1  <script runat="server">
2
3  try{
4
5      var token = "xxxx";
6      //Journey API Event Guid Key
7      var EventDefinitionKey = Platform.Variable.GetValue('@EventDefinitionKey');
8      var content = [];
9
10     var endpoint = "https://xxxx.rest.marketingcloudapis.com/interaction/v1/events",
11             headerName = "Authorization",
12             headerValue = "Bearer " + token;
13
14     var payload = {
15             "ContactKey": Platform.Variable.GetValue('@sk'),
16             "EventDefinitionKey": EventDefinitionKey,
17             "Data": {
18                 "FirstName": Platform.Variable.GetValue('@FirstName') ,
19                 "LastName": Platform.Variable.GetValue('@LastName') ,
20                 "EmailAddress": Platform.Variable.GetValue('@EmailAddress')
21             };
22
23     var statusCode = Platform.Function.HTTPPost(endpoint, 'application/json', Stringify(payload), [headerName],
24
25  } catch (err) {
26      throw ("Journey Injection Error: Can not inject the customer to a Journey. (" + err + ")");
27  }
28
29  </script>
```

HTTP-GET: Request with custom Headers

Description:

Ref: https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-content/ssjs_httpGet.htm

```
1  <script runat="server">
2  Platform.Load("Core","1");
3  try {
4
5    var url = 'http://www.example.com';
6    var headerNames = ["MyTestHeader1", "MyTestHeader2"];
7    var headerValues = ["MyTestValue1", "MyTestValue2"];
8    var response = HTTP.Get(url, headerNames, headerValues);
9
10   Write(response.Status + '<br />');
11   Write(response.Content);
12
13 } catch(e) {
14   Write(Stringify(e));
```

```
15  }
16  </script>
```

HTTP-POST: SFMC Auth Token

Description: Request a SFMC Auth token using SSJS
Ref: https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-content/ssjs_httpPost.htm

```
 1  <script runat="server">
 2  Platform.Load("Core","1");
 3  try {
 4    var AuthenticationBaseURI = "https://aaaaaaaaaaaaaa.auth.marketingcloudapis.com/";
 5    var payload = {
 6      "grant_type": "client_credentials",
 7      "client_id": "xxxxxxxxxxxxxxxxxx",
 8      "client_secret": "zzzzzzzzzzzzzzzzzzz"
 9    };
10    var result = HTTP.Post(AuthenticationBaseURI+"v2/token", 'application/json', Stringify(payload));
11
12    if (result.StatusCode == 200) {
13      var responseJson = Platform.Function.ParseJSON(result.Response[0]);
14      var accessToken = responseJson.access_token;
15      var restUrl = responseJson.rest_instance_url;
16    } else {
17      throw new Error("Error fetching access token");
18    }
19
20  } catch(e) {
21    Write(Stringify(e));
22  }
23  </script>
```

HttpRequest: SFMC Request Methods

Description: Used for other kinds of request methods (GET, DELETE, HEAD, OPTIONS, PATCH, POST, PUT)
Ref: https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-content/ssjs_platformContentSyndicationScriptUtilHttpRequest.htm
StackExchange: https://salesforce.stackexchange.com/questions/204006/rest-api-methods-in-ampscript-or-ssjs

```
 1  <script runat="server">
 2  Platform.Load("Core","1");
 3  try {
 4
 5    var accessToken = 'zzzzzzzzzzzzzzzzzzzzz';
 6    var url = 'https://xxxxxxxxxxxxxxxxxxxxx'
 7    var payload = '{"SubscriberKey":"112","FirstName":"Bobby","LastName":"Builder","Email":"bob@builder.com"}';
 8    var auth = 'Bearer ' + accessToken;
 9
10    var req = new Script.Util.HttpRequest(url);
11    req.emptyContentHandling = 0;
12    req.retries = 2;
13    req.continueOnError = true;
```

```
14    req.contentType = "application/json"
15    req.setHeader("Authorization", auth);
16    req.method = "PUT"; /* You can change the method here */
17    req.postData = payload;
18
19    var resp = req.send();
20    var respcontent = resp.content;
21    var respheader = Stringify(resp.headers);
22
23  Write('Content: ' + respcontent  + '<br>Headers: ' + respheader + '<br>');
24
25  } catch(e) {
26    Write(Stringify(e));
27  }
28  </script>
```

Export a list of Keywords in SSJS

Description: Used for returning all available keywords in an instance. Requires additional SQL codes.

```
1   <script runat="server" type="text/javascript">
2   Platform.Load("core", "1");
3   try {
4
5   var payload = '{"grant_type":"client_credentials",';
6   payload += '"client_id":"xxxxxxxxxxxxxxxxxx",';
7   payload += '"client_secret":"yyyyyyyyyyyyyyyyyyyyyyyyyyyyyy"}';
8   var url =  "https://zzzzzzzzzzzzzzzzzzz.auth.marketingcloudapis.com/v2/token";
9   var contentType = "application/json";
10
11  var accessTokenResult = HTTP.Post(url, contentType, payload);
12  var tokenObj = Platform.Function.ParseJSON(accessTokenResult["Response"][0]);
13  var accessToken = tokenObj.access_token;
14  var statusCode = accessTokenResult["StatusCode"];
15
16
17  if (statusCode === 200) {
18   var url2 = "https://zzzzzzzzzzzzzzzzzzz.rest.marketingcloudapis.com/sms/v1/contacts/subscriptions";
19   var jbHeaderNames = ["Authorization"];
20   var jbHeaderValues = ["Bearer " + accessToken];
21   var jbContentType = 'application/json';
22
23   var MobileKeywordAPI = DataExtension.Init("11111111111111111111111");
24   var MobileKeywordList = DataExtension.Init("22222222222222222222222");
25
26   var data = MobileKeywordList.Rows.Retrieve();
27
28   if (data.length > 0) {
29    var payloads = '';
30    for (var i = 0; i < data.length; i++) {
31       var payloads = payloads+'"'+data[i].MobileNumber+'",';
32    }
33    payloads = '{"mobileNumber":['+payloads.substring(0, payloads.length - 1)+']}';
34  Write(payloads);
```

```
35    var validationResult = HTTP.Post(url2, jbContentType, payloads, jbHeaderNames, jbHeaderValues);
36
37
38    var conObj = Platform.Function.ParseJSON(validationResult["Response"][0]);
39    var statusCode2 =  validationResult["StatusCode"];
40    if (statusCode2 === 202) {
41     if(conObj.contacts.length > 0){
42      for (var r=0; r<conObj.contacts.length; r++) {
43       var logging = [];
44       var obj_mobileNumber = conObj.contacts[r].mobileNumber;
45       var obj_shortCode = conObj.contacts[r].shortCode;
46       var obj_keyword = conObj.contacts[r].keyword;
47       var obj_optInDate =  conObj.contacts[r].optInDate;
48       //var obj_status = conObj.contacts[r].status;
49       var output = logging.push({mobileNumber: obj_mobileNumber, shortCode: obj_shortCode, keyword: obj_keyword,
50       MobileKeywordAPI.Rows.Add(logging);
51    Write(obj_keyword);
52      }
53     }
54    }
55
56
57   }
58 }
59
60 } catch(e) {
61   Write(Stringify(e));
62 }
63 </script>
```

WSProxy Get a list of DEs based on a Name Search

Description: If you need to find all the DE's in an Instance based on a name search

```
1  <script runat="server" type="text/javascript">
2  Platform.Load("core", "1");
3  try {
4      var prox = new Script.Util.WSProxy();
5  var cols = ["Name","CustomerKey"];
6  var filter = {
7      Property: "Name",
8      SimpleOperator: "LIKE",
9      Value: "_"
10     };
11 var desc = prox.retrieve("DataExtension", cols, filter);
12 Write(Stringify(desc));
13 } catch(e) {
14   Write(Stringify(e));
15 }
16 </script>
```

WSProxy Get a list of the fields in a DE, including data type

Description: Use the Search filter to specify if you are searching for Field or DE names. Can be used to fine every DE in the instance that has a field called "SubscriberKey" (for example)

```
1   <script runat="server" type="text/javascript">
2   Platform.Load("core", "1");
3   try {
4       var prox = new Script.Util.WSProxy();
5   var cols = ["CustomerKey","Name","ObjectID","FieldType","IsPrimaryKey","MaxLength","Ordinal","DefaultValue","Std
6   var filter = {
7       Property: "Name",
8       SimpleOperator: "like",
9       Value: "_"
10  };
11  var desc = prox.retrieve("DataExtensionField", cols);
12  Write(Stringify(desc));
13  } catch(e) {
14    Write(Stringify(e));
15  }
16  </script>
```

WSProxy Log Unsubscribe Event

Description: By logging a unsubscribe event: 1. The subscriber will be unsubscribed from the all subscriber list. 2. Unsubscribe will be counted in the email tracking.

```
1   <script runat="server" type="text/javascript">
2     Platform.Load("core", "1");
3     var SubscriberKey = Attribute.GetValue('_subscriberkey');
4     var jobid = Attribute.GetValue('jobid');
5     var listid = Attribute.GetValue('listid');
6     var batchid = Attribute.GetValue('_JobSubscriberBatchID');
7     var prox = new Script.Util.WSProxy();
8     try {
9           var props = [
10              { Name: 'SubscriberKey', Value: SubscriberKey },
11              { Name: 'JobID', Value: jobid },
12              { Name: 'ListID', Value: listid },
13              { Name: 'BatchID', Value: batchid },
14              { Name: 'Reason', Value: 'Master Unsubscribe' }
15          ];
16
17      var unsub_log_result = prox.execute(props, 'LogUnsubEvent');
18      //unsub_log_result: {"Status":"OK","RequestID":"7602e155-3f6c-4d8f-9bc3-acf8d011058e","Results":[{"StatusCod
19    } catch(e) {
20      Write(Stringify(e));
21    }
22  </script>
```

Update Subscriber Attribute

Description: SSJS can update Subscriber data like email address and status by using Subscriber Object.

```
1   <script runat="server" type="text/javascript">
2     Platform.Load("core", "1");
3     var subscriberKey = Attribute.GetValue('_subscriberkey');
4     var email = Request.GetFormField('email');
5     var errorUrl = '';
6     /* Update email address in all subscribers list and re-subscribe */
7     var subscriber = {
8           EmailAddress: email,
9           Status: 'Active'
10    };
11    var subObj = Subscriber.Init(subscriberKey);
12    var status = subObj.Update(subscriber);
13    if (status == 'Error') {
14          Redirect(errorUrl, true);
15    }
16
17  } catch(e) {
18      Write(Stringify(e));
19  }
20  </script>
```

SSJS AND AMPSCRIPT

Build and Array and sort it

```
1   %%[
2   SET @var1 = var1
3   SET @var2 = var2
4   SET @var3 = var3
5   SET @var4 = var4
6   SET @var5 = var5
7   SET @row = CONCAT(@var1,',',@var2,',',@var3,',',@var4,',',@var5)
8   ]%%
9   <script runat=server>
10  Platform.Load("Core","1");
11  // Get the var from amp to SSJS
12  var str =  Variable.GetValue("@row");
13  // Creates ana array
14  var array = str.split(',');
15  // Sort the array
16  array.sort(function(x, y) {
17    if (x < y) { return -1; }
18    if (x > y) { return 1; }
19    return 0;
20  });
21    // print the original
22    Platform.Response.Write('Original String: ' + str);
23  // for loop in the array
24  for(i=0;i<array.length();i++) {
25    Platform.Response.Write('<br><br>')
26    Platform.Response.Write(array[i]);
27  }
28  </script>
```

SQL

Floor a DateTime

Description: Remove the Hours/Minutes/Seconds from a DateTime to produce a rounded date. Useful for grouping.

Ref: https://stackoverflow.com/questions/85373/floor-a-date-in-sql-server

```
1  CAST(FLOOR(CAST(OriginalDateTimeValue AS float)) AS DATETIME) AS 'NewDateOnlyValue'
```

Get Status of Subscribers in a Child BU in Ent2.0 using BU level subscriptions

Description: Works by checking the ENT subscribers and the BusinessUnitUnsubscribes.
May need to add a Where clause to limit the BUs being selected.

```
1   Select
2   c.*
3   ,CASE
4   WHEN (c.Subscriberkey IS NOT NULL AND b.SubscriberKey IS NOT NULL) THEN 'Unsubscribed'
5   WHEN (c.Subscriberkey IS NOT NULL AND b.SubscriberKey IS NULL) THEN a.Status
6   ELSE NULL END as 'Status'
7   ,CASE
8   WHEN (c.Subscriberkey IS NOT NULL AND b.SubscriberKey IS NOT NULL) THEN b.UnsubDateUTC
9   WHEN (c.Subscriberkey IS NOT NULL AND b.SubscriberKey IS NULL) THEN a.DateUnsubscribed
10  ELSE NULL END as 'DateUnsubscribed'
11  FROM [Customers] c
12  LEFT JOIN ent._subscribers a ON a.Subscriberkey = c.Subscriberkey
13  LEFT JOIN ent._BusinessUnitUnsubscribes b ON b.SubscriberKey = c.SubscriberKey
```

Get the YYYYMM of a DateTime

Description: Get the YYYYMM String value from a Date in SQL. Useful for grouping.

```
1  LEFT(CONVERT(varchar, [DateTimeValue],112),6) AS 'YYYYMM'
```

Normalise AUS Mobile Phones to 614*

Description: Example uses Contact_Salesforce synced DE.

Option A - LIKE Method

```
1   SELECT
2   Id AS ContactKey
3   ,MobilePhoneFormattedComplete AS MobilePhone
4   ,'en-au' AS Locale
5   FROM (
6       SELECT
7       *
8       ,CASE
9         WHEN MobilePhoneFormatted LIKE '04%' AND LEN(MobilePhoneFormatted) = 10 THEN CONCAT('61',SUBSTRING(MobileF
10        WHEN MobilePhoneFormatted LIKE '4%' AND LEN(MobilePhoneFormatted) = 9 THEN CONCAT('61',SUBSTRING(MobilePho
```

```
11        WHEN MobilePhoneFormatted LIKE '6104%' AND LEN(MobilePhoneFormatted) = 12 THEN CONCAT('61',SUBSTRING(Mobil
12        WHEN MobilePhoneFormatted LIKE '614%' AND LEN(MobilePhoneFormatted) = 11 THEN MobilePhoneFormatted
13        ELSE NULL
14     END AS MobilePhoneFormattedComplete
15     FROM (
16        SELECT
17        *
18        ,REPLACE(REPLACE(REPLACE(REPLACE(REPLACE(REPLACE(MobilePhone, ' ', ''),'-',''),'+',''),CHAR(40),''),CHAR
19        FROM Contact_Salesforce with (nolock)
20        WHERE MailingCountry IN ('Australia','AU','Au') AND MobilePhone IS NOT NULL
21     ) a
22  ) b
23  WHERE MobilePhoneFormattedComplete IS NOT NULL
24
```

Option B - REGEX Method

```
1  SELECT
2
```

Get SubscriberID and SubscriberKey of all MobileConnect Records (even if they haven't been sent an SMS yet)

Description: Selects Mobile, Key and ID for all Mobile Contacts that have been subscribed to a Keyword (at any time). Note that if you only want MobileConnect customers that have been sent an SMS, use the _SMSMessagetracking data view.

```
1  SELECT
2  m._ContactID as 'ContactID'
3  ,ss.SubscriberKey
4  ,m._MobileNumber as 'MobileNumber'
5  FROM _MobileAddress m
6  INNER JOIN (
7      SELECT DISTINCT
8      MobileNumber
9      ,SubscriberKey
10     FROM _SMSSubscriptionLog
11 ) ss ON m._MobileNumber = ss.MobileNumber
12 WHERE m._Priority = '1'
```

Audit SQL - Salesforce + AllSubscribers + MobileConnect + Sends/Opens/Clicks

Description: Selects all subscribers, then checks them against the Customer's "Master DE", and also joins in their Send/Open/Click data to show engagement. Uses Text, Email, Date (last sends/etc) and Number fields (count sends/etc)

```
1  SELECT
2  c.SubscriberKey as ContactKey
3  ,s.EmailAddress as ASEmailAddress
4  ,s.DateJoined as ASDateJoined
5  ,s.Status as ASStatus
6  ,ma.ASMobile
7  ,CASE
8  WHEN c.SubscriberKey LIKE '003%' THEN 'SF_Contact'
```

```
 9  WHEN c.SubscriberKey LIKE '001%' THEN 'SF_Account'
10  WHEN c.SubscriberKey LIKE '00Q%' THEN 'SF_Lead'
11  WHEN c.SubscriberKey LIKE '005%' THEN 'SF_User'
12  WHEN c.SubscriberKey LIKE '%@%' THEN 'Email'
13  ELSE 'Other' END as [Type]
14  ,CASE
15  WHEN sfc.Id IS NOT NULL THEN 1
16  WHEN sfl.Id IS NOT NULL THEN 1
17  WHEN sfu.Id IS NOT NULL THEN 1
18  ELSE 0 END as SFActive
19  ,send.YYYYMM as LastSend
20  ,opn.YYYYMM as LastOpen
21  ,click.YYYYMM as LastClick
22  ,sms.YYYYMM as LastSMS
23  FROM [AllContacts] c
24  LEFT JOIN ent._Subscribers s ON s.SubscriberKey = c.SubscriberKey
25  LEFT JOIN _MobileLineAddressContact m ON m.ContactKey = c.SubscriberKey
26  LEFT JOIN ent.[Contact_Salesforce] sfc ON sfc.Id = c.SubscriberKey
27  LEFT JOIN ent.[Lead_Salesforce] sfl ON sfl.Id = c.SubscriberKey
28  LEFT JOIN ent.[User_Salesforce] sfu ON sfu.Id = c.SubscriberKey
29  LEFT JOIN (
30      SELECT
31      _ContactID
32      ,_MobileNumber as ASMobile
33      FROM _MobileAddress
34      WHERE _Priority = '1'
35      ) ma ON ma.[_ContactID] = m.ContactID
36  LEFT JOIN (
37      SELECT
38      SubscriberKey
39      ,LEFT(CONVERT(varchar, MAX(CreateDateTime),112),6) AS 'YYYYMM'
40      FROM _SMSMessageTracking
41      GROUP BY SubscriberKey
42  ) sms ON sms.SubscriberKey = c.SubscriberKey
43  LEFT JOIN (
44      SELECT
45      SubscriberKey
46      ,LEFT(CONVERT(varchar, MAX(EventDate),112),6) AS 'YYYYMM'
47      FROM _Sent
48      GROUP BY SubscriberKey
49  ) send ON send.SubscriberKey = c.SubscriberKey
50  LEFT JOIN (
51      SELECT
52      SubscriberKey
53      ,LEFT(CONVERT(varchar, MAX(EventDate),112),6) AS 'YYYYMM'
54      FROM _Open
55      GROUP BY SubscriberKey
56  ) opn ON opn.SubscriberKey = c.SubscriberKey
57  LEFT JOIN (
58      SELECT
59      SubscriberKey
60      ,LEFT(CONVERT(varchar, MAX(EventDate),112),6) AS 'YYYYMM'
61      FROM _Click
62      GROUP BY SubscriberKey
63  ) click ON click.SubscriberKey = c.SubscriberKey
```

Check Subscriber Status Counts per Subscriber Key (SFDC Only)

Description: Selects all subscribers by subscriber key from the parent BU and count the total and the total per status.

Subscriber Key = SFDC Account ID

```
1  select
2  count(subscriberkey) as Total,
3  count(case when s.status = 'Active' then 1 end) as Active_Total,
4  count(case when s.status = 'Unsubscribed' then 1 end) as Unsubscribed_Total,
5  count(case when s.status = 'Bounced' then 1 end) as Bounced_Total,
6  count(case when s.status = 'Held' then 1 end) as Held_Total
7  FROM ENT._subscribers s
8  Where s.subscriberkey LIKE '001%'
```

Subscriber Key = SFDC Contact ID

```
1  select
2  count(subscriberkey) as Total,
3  count(case when s.status = 'Active' then 1 end) as Active_Total,
4  count(case when s.status = 'Unsubscribed' then 1 end) as Unsubscribed_Total,
5  count(case when s.status = 'Bounced' then 1 end) as Bounced_Total,
6  count(case when s.status = 'Held' then 1 end) as Held_Total
7  FROM ENT._subscribers s
8  Where s.subscriberkey LIKE '00Q3%'
```

Subscriber Key = SFDC Lead ID

```
1  select
2  count(subscriberkey) as Total,
3  count(case when s.status = 'Active' then 1 end) as Active_Total,
4  count(case when s.status = 'Unsubscribed' then 1 end) as Unsubscribed_Total,
5  count(case when s.status = 'Bounced' then 1 end) as Bounced_Total,
6  count(case when s.status = 'Held' then 1 end) as Held_Total
7  FROM ENT._subscribers s
8  Where s.subscriberkey LIKE '00Q%'
```

Subscriber Key = Email Address

```
1  select
2  count(subscriberkey) as Total,
3  count(case when s.status = 'Active' then 1 end) as Active_Total,c
4  ount(case when s.status = 'Unsubscribed' then 1 end) as Unsubscribed_Total,
5  count(case when s.status = 'Bounced' then 1 end) as Bounced_Total,
6  count(case when s.status = 'Held' then 1 end) as Held_Total
7  FROM ENT._subscribers s
8  Where s.subscriberkey=s.emailaddress
```

Subscriber Key = Other

```
1  select
2  count(subscriberkey) as Total,
3  count(case when s.status = 'Active' then 1 end) as Active_Total,
4  count(case when s.status = 'Unsubscribed' then 1 end) as Unsubscribed_Total,
5  count(case when s.status = 'Bounced' then 1 end) as Bounced_Total,
```

```
 6   count(case when s.status = 'Held' then 1 end) as Held_Total
 7   FROM ENT._subscribers s
 8   Where s.subscriberkey NOT LIKE '001%'
 9   AND s.subscriberkey NOT LIKE '003%'
10   AND s.subscriberkey NOT LIKE '00Q%'
11   AND s.subscriberkey != s.emailaddress
```

Get the count of Subscriber status - ALL

```
1   select
2   status,
3   count(subscriberkey) as totals
4   from ENT._subscribers
5   group by status
```

System Data

Mobile Connect - Locales

Description

All the valid values for SFMC Mobile Connect Locales: Valid Locales for Data Extension Sends

Country Code Language List

CSV Dataset of all languages & countries:

Language Locale.csv
20 May 2022, 11:23 AM