JAY PRAKASH

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Date:- 29-04-2020   Sindhu. S

Course:- Salesforce.   4AL18EC049

                                            4th Sim, A Sec.

- AMP Script for Marketers:-

1. Get to Know AMScript
     learned objectives:-

→ Define AMPscript

→ Describe how Marketing cloud uses
     AMPscript.

→ Recognize AMPscript language and
              Syntax.

2. Write AMPscript:-
       learned objectives:-

→ write a simple AMPscript Statement.

→ Use AMPscript for specific use cases.

3. Use Variables and lookup functionality.
            learned objectives:-

→ Explain Variables and how they are
   used in AMPscript.

→ Identify when to use Lookup() and
   lookupRows() functions.

4. Practice Using AMPscript :-

learned objectives:

→ Write basic AMPscript code

* Test your knowledge of AMP script.