

# **AMPscript30 Challenge – Full Catalog**

A consolidated reference guide with 30 AMPscript challenge examples, explanations, and solutions.

## Day 1

Challenge: Properly capitalize and greet a subscriber by first name.

Solution:

```
%%[
VAR @fname
SET @fname = AttributeValue("FirstName")
SET @fname = ProperCase(@fname)
]%%
```

```
Hello %%=v(@fname)=%,
```

Explanation: Ensures that even if a subscriber's first name is in mixed or lowercase, the output will be correctly capitalized. A fallback can be added if the name is empty.

## Day 2

Challenge: Format full name and join date into a friendly message.

Solution:

```
%%[
VAR @fname, @lname, @fullname, @rawDate, @friendlyDate
SET @fname = AttributeValue("FirstName")
SET @lname = AttributeValue("LastName")
SET @fullname = ProperCase(@fname) & " " & ProperCase(@lname)
SET @rawDate = AttributeValue("JoinDate")
SET @friendlyDate = Format(@rawDate, "MMMM d, yyyy")
]%%
```

```
Welcome %%=v(@fullname)=%%! You joined on %%=v(@friendlyDate)=%%.
```

Explanation: Combines first and last names into a properly formatted full name. The join date is formatted into a human-friendly string.

## Day 3

Challenge: Offer free shipping if subscriber is local, else provide a discount.

Solution:

```
%%[
VAR @city, @warehouseCity, @offerText
SET @city = AttributeValue("City")
SET @warehouseCity = "Halifax"

IF Lowercase(@city) == Lowercase(@warehouseCity) THEN
    SET @offerText = "Free shipping on all local orders in " & ProperCase(@city) & "!"
ELSE
    SET @offerText = "Use discount code SAVE10 for orders in " & ProperCase(@city)
ENDIF
]%%
```

```
%%=v(@offerText)=%%
```

Explanation: Compares subscriber's city to a warehouse city, outputs a different promo text. Uses ProperCase for display formatting and Lowercase for safe comparisons.

## Day 4

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 5

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 6

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 7

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 8

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 9

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */
```

```
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 10

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 11

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 12

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 13

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 14

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 15

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 16

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 17

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 18

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 19

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 20

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 21

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 22

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 23

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 24

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 25

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[
```

```
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 26

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 27

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 28

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 29

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

## Day 30

Challenge: Sample placeholder challenge for this day. (Extend with real-world personalization use cases.)

Solution:

```
%%[  
/* Example logic goes here */  
]%%
```

Explanation: Placeholder entry representing a typical AMPscript personalization challenge.

