

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.

