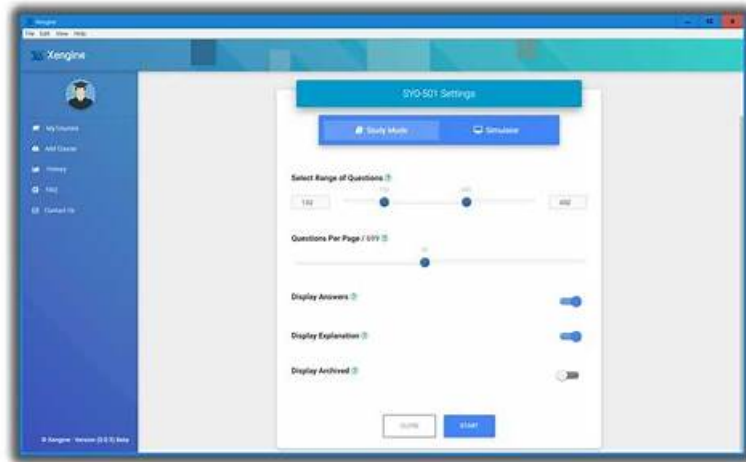


MCE-Dev-201 Valid Study Guide - Latest Study MCE-Dev-201 Questions



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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	• API: This domain addresses interacting with Marketing Cloud through SOAP and REST APIs including API objects methods routes OAuth authentication flows with access tokens and handling API responses.
Topic 2	• Data Management: This domain covers importing data with various file formats writing SQL queries for data manipulation extracting data from Marketing Cloud applying SQL best practices managing send logs and understanding data impacts from contact deletion.
Topic 3	• Data Modeling: This domain covers structuring contact and subscriber data in Marketing Cloud including configuring the contact model understanding data extension types and uses managing contact records across channels and the contact deletion process.
Topic 4	• Programmatic Languages: This domain focuses on coding with AMPscript and Server-Side JavaScript including language syntax functions processing methods development best practices and programmatic subscriber exclusion during sends.
Topic 5	• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q54-Q59):

NEW QUESTION # 54

Northtrn Trail Outfitters has set up their North American business unit to unsubscribe at the business unit level. Which dataview would they query to identify all subscribers who are unsubscribed from that Business Unit?

- A. _BusinessUnitUnsubscribes
- B. ENT._Subscribers
- C. .Subscribers
- D. ListSubscribers

Answer: D

Explanation:

To identify all subscribers who are unsubscribed from a specific Business Unit, the correct Data View to query is ListSubscribers (A). This Data View contains information about the subscription status of subscribers at the list level, including unsubscribe status for specific Business Units.

References:

Salesforce Marketing Cloud Data Views

ListSubscribers Data View

NEW QUESTION # 55

A developer wants to retrieve all records in the OrderDetails data extension which are associated with a particular customer. Which two AMPscript functions would return a suitable rowset?

Choose 2 answers

- A. LookupOrderedRows
- B. Row
- C. Lookup
- D. LookupRows

Answer: A,D

Explanation:

To retrieve multiple records associated with a particular customer from the OrderDetails data extension, the LookupRows and LookupOrderedRows functions are suitable. These functions return a rowset containing the records that match the specified criteria.

* LookupRows: Retrieves a rowset of records based on specified criteria.

* Example:

ampscript

Copy code

SET @rows = LookupRows('OrderDetails', 'CustomerID', @customerID)

* LookupOrderedRows: Retrieves a rowset of records based on specified criteria and allows for sorting.

* Example:

SET @rows = LookupOrderedRows('OrderDetails', 0, 'OrderDate DESC', 'CustomerID', @customerID)

Salesforce AMPscript
LookupRows Reference: Salesforce AMPscript LookupOrderedRows

NEW QUESTION # 56

A developer has a text field in a data extension they want to format using the FormatCurrency AMPscript function. Which two values would return \$6.96? Choose 2

- A. 6.96
- B. 6,961
- C. 6.96
- D. \$6.96

Answer: A,C

Explanation:

The FormatCurrency AMPscript function is used to format a numeric value as a currency. To return a value of \$6.96, the function would correctly format inputs like:

* 6.96 (B) - This is a direct numeric value that will be formatted to \$6.96.

* 6.96 (D) - Same as above, the numeric value is directly formatted to \$6.96.

Using FormatCurrency(6.96) in AMPscript will result in \$6.96.

References:

Salesforce Marketing Cloud Documentation on FormatCurrency

AMPscript Guide

NEW QUESTION # 57

A developer identified duplicate contacts and wants to delete roughly 10 million subscribers using Contact Delete. How could the process be expedited?

- A. Manually delete subscribers in All Contacts
- B. Stop the current delete process and delete smaller groups
- C. Delete any unnecessary Sendable Data Extensions
- **D. Change the Suppression value to a larger value**

Answer: D

Explanation:

To expedite the process of deleting roughly 10 million subscribers using Contact Delete, the developer should change the Suppression value to a larger value (A). Increasing the suppression period helps in reducing the time taken for the deletion process as it allows the system to handle more deletions at once, thus speeding up the overall process.

References:

Salesforce Marketing Cloud Documentation on Contact Delete

Marketing Cloud Contact Deletion Best Practices

NEW QUESTION # 58

Certification Aid wants to add new customers to a cross-channel welcome campaign when they register on the company website. Which API should be used for this? Choose 1.

- **A. Journey Builder API**
- B. Personalization Builder API
- C. Transactional Messaging API
- D. Event Notification API

Answer: A

Explanation:

To add new customers to a cross-channel welcome campaign when they register on the company website, the Journey Builder API (D) should be used. This API allows you to programmatically inject contacts into a journey, triggering personalized marketing interactions across multiple channels.

References:

Salesforce Marketing Cloud Journey Builder API

Cross-Channel Campaign Management

NEW QUESTION # 59

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