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## Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 5	<ul style="list-style-type: none"><li>• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.</li></ul>

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## Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q127-Q132):

### NEW QUESTION # 127

A developer wants to build out a series of CloudPages that will interact with several REST APIs. Which Marketing Cloud supported scripting tool should be used?

- A. AMPscript
- B. GTL
- C. SSJS

**Answer: C**

Explanation:

To build out a series of CloudPages that will interact with several REST APIs, the developer should use SSJS (Server-Side JavaScript) (C). SSJS is supported in Marketing Cloud and provides robust capabilities for interacting with external APIs, handling HTTP requests, and processing data.

References:

Salesforce Marketing Cloud SSJS Guide  
SSJS Functions

### NEW QUESTION # 128

Northtrn Trail Outfitters mistakenly synced the User\_Salesforce object which added to their billable contact count. What should be recommended to remove these contacts?

- A. Use the REST API to delete the contacts from the All Subscribers table.
- B. Update the sync to remove these contacts from the All Contacts table.
- C. Use the SOAP API to delete the contacts from the All Contacts table.
- D. Put the synced records into a sendable data extension and use Contact Delete.

**Answer: D**

Explanation:

To remove contacts mistakenly synced from the User\_Salesforce object, the recommended approach is to put the synced records into a sendable data extension and use Contact Delete (C). This method allows for the systematic deletion of these contacts from the All Contacts table without affecting other data.

References:

Salesforce Marketing Cloud Contact Delete  
Managing Contacts in Marketing Cloud

### NEW QUESTION # 129

Which aspect should a developer consider before creating a Server-to-Server Installed Package and associated API Integration in Marketing Cloud?

- A. Using an Installed Package, APIs will have access to resources in all Business Units.
- B. Scope (Permissions) will be granted based on the User who is creating the Installed Package.
- C. Scope (Permissions) must be specifically granted when creating an API Integration component inside an Installed Package.

**Answer: C**

Explanation:

When creating a Server-to-Server Installed Package and associated API Integration in Marketing Cloud, it is essential to grant specific scopes (permissions) to the API Integration component. This ensures that the integration has the necessary access to perform its tasks without granting unnecessary permissions.

Salesforce Installed Packages and API Integrations

### NEW QUESTION # 130

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

**Answer: B**

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 # 131

A developer wants to retrieve daily JSON data from a customer's API and write it to a data extension for consumption in Marketing Cloud at a later time.

What set of Server-Side JavaScript activities should the developer use?

- A. Platform.Function.InvokeRetrieve(); Platform.Function.ParseJSON(); Platform.Function.UpsertData();
- B. Platform.Function.HTTPGet(); Platform.Function.Stringify(); Platform.Response.Write();
- C. Platform.Function.HTTPGet(); Platform.Function.ParseJSON(); Platform.Function.UpsertData();
- **D. Platform.Function.InvokeRetrieve(); Platform.Function.Stringify(); Platform.Function.UpsertDE();**

**Answer: D**

Explanation:

To retrieve daily JSON data from a customer's API and write it to a data extension, the developer should use the following set of Server-Side JavaScript activities:

\* Platform.Function.HTTPGet(); - To make the HTTP GET request to the customer's API and retrieve the JSON data.

\* Platform.Function.ParseJSON(); - To parse the retrieved JSON data.

\* Platform.Function.UpsertData(); - To upsert the parsed data into a data extension.

Example code snippet:

```
var response = Platform.Function.HTTPGet("https://api.customer.com/data"); var jsonData = Platform.  
Function.ParseJSON(response); Platform.Function.UpsertData("DataExtensionName", ["PrimaryKeyField"], jsonData);
```

References:

Salesforce Marketing Cloud SSJS HTTP Functions

Salesforce Marketing Cloud SSJS Data Functions

### NEW QUESTION # 132

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