MCE-Dev-201 Certification Training & MCE-Dev-201 Latest Study Questions
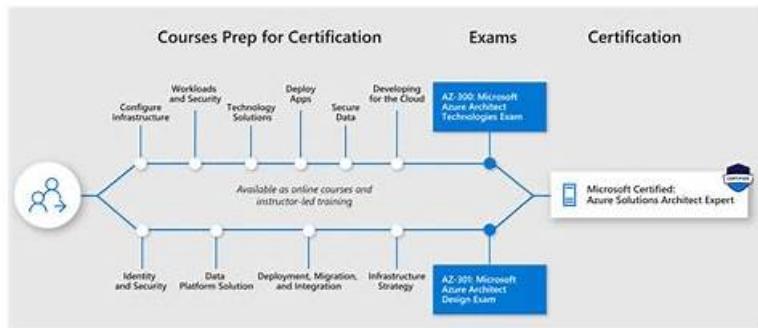
By these three versions we have many repeat orders in a long run. The PDF version helps you read content easier at your process of studying with clear arrangement, and the PC Test Engine version allows you to take stimulation exam to check your process of exam preparing, which support windows system only. Moreover, there is the APP version, you can learn anywhere at any time with it at your cellphones without the limits of installation. As long as you are willing to exercise on a regular basis, the exam will be a piece of cake, because what our MCE-Dev-201 practice materials include are quintessential points about the exam.

Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.
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	• 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 5	• 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.

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Nowadays, the development of technology is quickly. Also, our MCE-Dev-201 exam guide will keep advancing. A lot of reforms have applied to the content and formats of our MCE-Dev-201 learning guide according to our professional experts constantly efforts. We just hope that you will have a better experience when you study on our MCE-Dev-201 Actual Exam. Act from now if you are still hesitating, our MCE-Dev-201 study materials will enable you embrace a bright future.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q53-Q58):

NEW QUESTION # 53
A developer wants to populate a data extension with information about all emails deployed in the last seven days. The data extension needs to contain JobID, EventDate, and the counts of how many emails were sent with each JobID.
Which data view is required to gather this information?

- A. Subscribers
- B. Sent
- C. Journey
- D. Job

Answer: B

Explanation:
The Sent data view contains records of all emails that have been sent, including details such as JobID, EventDate, and other relevant information. To gather the required information about emails deployed in the last seven days, the Sent data view should be used.
* Query Example:
SELECT JobID, EventDate, COUNT(*) as SentCount FROM _Sent WHERE EventDate >= DATEADD(day,
-7, GETDATE()) GROUP BY JobID, EventDate
Salesforce Data Views

NEW QUESTION # 54
A developer needs to write AMPscript to ensure the expiration date on a coupon is the last day of the month.
What would produce the desired result?

- A. Use the date format string for last day of month within FormatDate
- B. Add 30 days using DateAdd to now
- C. Find the first day of next month and subtract one day
- D. Add one month using DateAdd to now

Answer: C

Explanation:
To ensure the expiration date on a coupon is the last day of the month, the developer should find the first day of the next month and subtract one day (A). This approach guarantees that the expiration date is set to the last day of the current month.
Example AMPscript:
SET @firstDayNextMonth = DateAdd(DatePart(Now(), "MM"), 1, "M") SET @lastDayCurrentMonth =
DateAdd(@firstDayNextMonth, -1, "D") References:
Salesforce Marketing Cloud AMPscript Guide
Salesforce Marketing Cloud Documentation

NEW QUESTION # 55
A marketer is planning a weekly promotional send.
Which two types of data extensions could be sent to?
Choose 2 answers

- A. Sendable Data Extension
- B. Salesforce Data Extension
- C. Send Log Data Extension
- D. Synchronized Data Extension

Answer: A,B

Explanation:
For a weekly promotional send, the marketer can use:
* Sendable Data Extension: These are standard data extensions that are configured for sending and contain the necessary fields like Email Address and Subscriber Key.

* Salesforce Data Extension: These are data extensions that are synchronized with Salesforce objects and can be used for sending emails.
Salesforce Data Extensions

NEW QUESTION # 56
A developer wants to programmatically inject Contacts into a journey via REST API. What is the recommended route using POST data extension fields and values?

- A. /interaction/v1/interactions
- B. /interaction/v1/events
- C. /interaction/v1/eventDefinitions
- D. /contacts/v1/contactEvents

Answer: B

Explanation:
To programmatically inject Contacts into a journey via the REST API, the recommended route is /interaction
/v1/events. This endpoint allows you to trigger an event which can be configured to start a journey for the specified contacts.
References:
Salesforce Marketing Cloud REST API
Journey Builder API

NEW QUESTION # 57
A developer wants to upload a base64-encoded file to Content Builder using an API Installed Package but receives an insufficient Privileges error. What should the developer check to troubleshoot the error?

- A. Confirm the REST Base URI uses the correct subdomain
- B. Confirm the Component's Channel options are available
- C. Verify the Asset Type Id matches the Asset Type Name
- D. Validate Client Id and Client Secret are correct

Answer: D

Explanation:
When receiving an "insufficient Privileges" error while attempting to upload a base64-encoded file to Content Builder using an API Installed Package, the developer should validate the Client Id and Client Secret are correct. These credentials are necessary for authentication and authorization when interacting with Salesforce Marketing Cloud APIs.
References:
Salesforce Marketing Cloud API Authentication
Salesforce Marketing Cloud Content Builder API

NEW QUESTION # 58
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