

Mock MCE-Dev-201 Exam, Authorized MCE-Dev-201 Certification



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Salesforce MCE-Dev-201 Exam Syllabus Topics:

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

- 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.

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Test your knowledge of the Salesforce Certified Marketing Cloud Engagement Developer (MCE-Dev-201) exam dumps with PDFDumps Salesforce Certified Marketing Cloud Engagement Developer (MCE-Dev-201) practice questions. The software is designed to help with Salesforce Certified Marketing Cloud Engagement Developer (MCE-Dev-201) exam dumps preparation. Salesforce MCE-Dev-201 practice test software can be used on devices that range from mobile devices to desktop computers.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q81-Q86):

NEW QUESTION # 81

Certification Aid wants to import data from a CSV file into a Data Extension. The CSV file contains all relevant data. New records should be added to the Data Extension, and records which are not in the file should be removed from the Data Extension. Which import operation should be chosen for this? Choose 1.

- A. Update only
- B. Add only
- C. Overwrite
- D. Add and update

Answer: C

Explanation:

The "Overwrite" import operation is used when you want to completely replace the contents of a Data Extension with the contents of the import file. This operation adds new records from the file and removes any records that are not present in the file.

* Overwrite Operation: This will ensure that the Data Extension contains only the records present in the CSV file. Any existing records in the Data Extension that are not in the file will be deleted.

Salesforce Marketing Cloud Import Activity

NEW QUESTION # 82

Which of the following is a valid comment within an AMPscript code block? Choose 1.

- A. --comment
- B. /* comment */
- C. // comment
- D. - comment -->

Answer: B

Explanation:

In AMPscript, the valid syntax for comments is /* comment */. This allows you to add comments within your AMPscript code for documentation or clarification purposes.

Salesforce AMPscript Syntax Guide

NEW QUESTION # 83

A developer receives a request for tracking data for all sends associated with a specific JobID. The developer needs to see Sends, Opens, Clicks, and Bounces.

Which two activities could the developer use? Choose 2 answers

- A. Tracking Extract Activity
- B. SQL Query Activity
- C. Server-Side JavaScript Activity
- D. Campaign Data Extract

Answer: A,B

Explanation:

To retrieve tracking data for all sends associated with a specific JobID, including Sends, Opens, Clicks, and Bounces, the developer can use the following activities:

* Tracking Extract Activity (A) - This activity extracts tracking data such as sends, opens, clicks, and bounces into a file, which can then be used for reporting or further processing.

* SQL Query Activity (D) - This activity can query the data views to gather tracking data directly from the Salesforce Marketing Cloud databases. The developer can write SQL queries to select specific tracking information based on the JobID.

References:

Salesforce Marketing Cloud Tracking Extract Activity

Salesforce Marketing Cloud Data Views

NEW QUESTION # 84

How many month of data can a developer query from the tracking data views (_Sent, _Open, _Click)?

- A. One Month
- B. There is no limit
- C. 12 Months
- D. Six Months

Answer: D

Explanation:

The tracking data views in Salesforce Marketing Cloud, such as _Sent, _Open, and _Click, store data for a limited period.

* Data Retention Period: Salesforce Marketing Cloud retains tracking data for up to six months in the data views. This means that developers can query up to six months of tracking data using these views.

Salesforce Marketing Cloud Data Views

NEW QUESTION # 85

A developer is writing a query to select unique subscribers who opened any emails sent since the beginning of the previous day. Which query would provide that result?

- A.
- B.
- C.

Answer: A

Explanation:

Content Builder uses the REST API to manage content within Salesforce Marketing Cloud. The REST API allows developers to create, update, retrieve, and delete content assets, making it suitable for cross-channel campaign functions.

Salesforce Content Builder API

NEW QUESTION # 86

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