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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.
Topic 2	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	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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As everybody knows, competitions appear ubiquitously in current society. In order to live a better live, people improve themselves by furthering their study, as well as increase their professional MCE-Dev-201 skills. With so many methods can boost individual competitiveness, people may be confused, which can really bring them a glamorous work or brighter future? We are here to tell you that a MCE-Dev-201 Certification definitively has everything to gain and nothing to lose for everyone. And our MCE-Dev-201 exam questions are the best choice to help you pass the MCE-Dev-201 exam and get the certification.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q172-Q177):

NEW QUESTION # 172

A developer wants to aggregate monthly energy usage data over a four month period for each subscriber within an email. The monthly usage values are stored in variables for each month in the following way:
How should the developer use AMPscript to generate the total?

- A. SET @total = (ADD(@jan,@feb), ADD(@mar, @apr))
- B. SET @total = (@jan + @feb + @mar + @apr)
- C. SET @total = ADD(@jan,ADD(@feb,ADD(@mar,@apr)))
- D. SET @total = AZD((@jan @feb) @mar) @apr

Answer: C

Explanation:

To aggregate monthly energy usage data stored in variables for each month, you should use the ADD function in AMPscript to sum up the values. The ADD function can be nested to handle multiple values.

* AMPscript Example:

```
%%[ SET @total = ADD(@jan, ADD(@feb, ADD(@mar, @apr))) ]%%
```

Salesforce AMPscript Functions - ADD

NEW QUESTION # 173

NTO puts the word TEST at the beginning of the name for each test email. Which query would return the subs who were sent those emails?

- A. SELECT * FROM _Job J INNER JOIN _Sent S ON J.JobID = S.JobID WHERE J.EmailName LIKE 'TEST%'
- B. SELECT * FROM _Job INNER JOIN _Sent on JobID = JobID WHERE EmailName LIKE 'TEST%'
- C. SELECT * FROM _Job J INNER JOIN _Sent S on J.EmailName LIKE 'TEST%'
- D. SELECT * FROM _Job J INNER JOIN _Sent S on J.JobID = JobID = S.JobID WHERE J.EmailName = 'TEST%'

Answer: A

Explanation:

To retrieve subscribers who were sent emails with names starting with "TEST," we need to join the _Job and _Sent system data views on the JobID field and filter by the EmailName field using a LIKE condition.

* Join Condition: The correct join condition between _Job and _Sent is ON J.JobID = S.JobID. This ensures that we are linking the job and sent data correctly.

* EmailName Filter: We use J.EmailName LIKE 'TEST%' to filter for emails whose names start with "TEST".

```
SELECT * FROM _Job J INNER JOIN _Sent S ON J.JobID = S.JobID WHERE J.EmailName LIKE 'TEST%'
```

Salesforce Marketing Cloud System Data Views

NEW QUESTION # 174

A developer wants to configure an automation to import files placed on the SFTP shared by a customer's data vendor. The

automation will start when a file matching a specific naming pattern is encountered in the Import folder. The first step of the automation is a File Import Activity referencing a substitution string for the matching file. Which substitution string represents the name of the file?

- A. %%FILENAME_FROM_IMPORT%%
- **B. %%TRIGGER_FILENAME%%**
- C. %%FILENAME_FROM_TRIGGER%%
- D. %%FILENAME%%

Answer: B

Explanation:

When configuring an automation to import files placed on the SFTP, and starting the automation based on a file matching a specific naming pattern, the substitution string that represents the name of the file is %% TRIGGER_FILENAME%%. This substitution string is used to reference the filename of the triggering file in the File Import Activity.

References:

Salesforce Marketing Cloud Documentation on Automation Studio

File Import Activity

NEW QUESTION # 175

Which AMPscript function returns the result of interpreted code within a code block and includes the result in the rendered content, where the code block is located?

- A. V
- B. TreatAsContentArea
- **C. Output**

Answer: C

Explanation:

The Output function in AMPscript is used to include the result of interpreted code within a code block in the rendered content. This function ensures that the evaluated result of the code is included directly where the Output function is called.

* Example:

ampscript

Copy code

```
%%[ SET @message = "Hello, World!" ]%% %%=Output(@message)=%%
```

Salesforce AMPscript Output Function

NEW QUESTION # 176

NTO is using an asynchronous SOAP API call to the TriggerSend object to send order confirmation email to their customers. Which API object and attribute should be used to retrieve the status of the API call?

- **A. ResultItem Object and RequestID**
- B. Result Object and EmailAddress
- C. ResultItem Object and OrderID
- D. Result Object and ConservationID

Answer: A

Explanation:

To retrieve the status of an asynchronous SOAP API call to the TriggerSend object, you should use the ResultItem object along with the RequestID attribute.

* ResultItem Object: This object provides detailed information about the status of each individual request made within the API call.

* RequestID Attribute: This unique identifier is used to track and retrieve the status of the specific API request.

Salesforce SOAP API Developer Guide

NEW QUESTION # 177

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