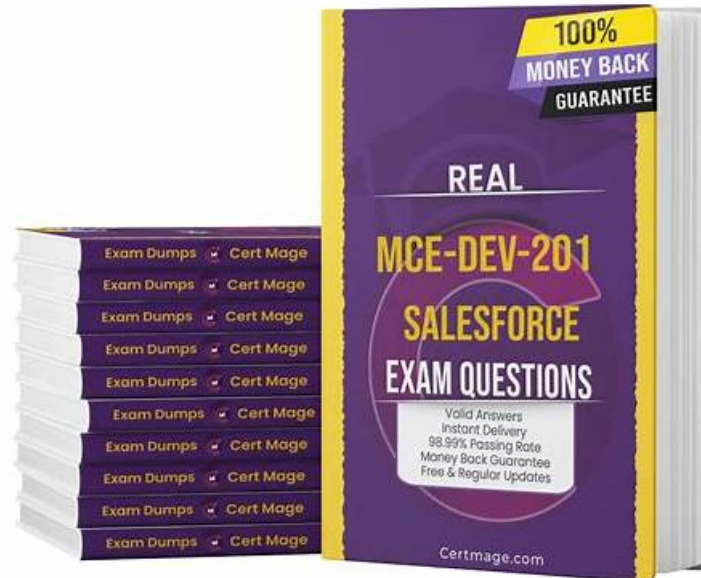


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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 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	• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.
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	• 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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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q48-Q53):

NEW QUESTION # 48

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

Answer: A

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 # 49

The Contact Delete feature can be used within an Enterprise 2.0 account from which business unit?

- A. Only in Agency accounts
- **B. The Parent account**
- C. Any business unit
- D. The business unit where the contact was introduced
- E. None of these

Answer: B

Explanation:

The Contact Delete feature can be used within an Enterprise 2.0 account from the Parent account (B). This ensures centralized management and compliance with organizational data governance policies.

References:

Salesforce Marketing Cloud Documentation on Contact Delete
Enterprise 2.0 Account Management

NEW QUESTION # 50

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

Answer: B

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 # 51

Northern Trail Outfitters sends a weekly email with dynamic content, and they want to record custom data inside a send log on each send to record what content was displayed and correlation flags.

What is the maximum number of custom data points recommended by Salesforce to ensure sends speeds are not affected when inserting into the built-in send log?

- A. 20 fields or less
- B. 5 fields or less
- C. 10 fields or less
- **D. No limit**

Answer: D

NEW QUESTION # 52

A developer initiated a batch delete of Contacts in Contact Builder due to an import error during implementation. There are over two million records that need to be deleted.

Which two factors should be considered when batch deleting large volumes of contacts? Choose 2 answers

- **A. Up to one million records can be deleted in each batch.**
- B. The deletion process supersedes other automated account activities.
- **C. The suppression status does not show for individual contacts until the entire batch processes.**
- D. To more quickly remove contact information, use the suppression period length of 14.

Answer: A,C

Explanation:

When batch deleting large volumes of contacts, it is important to consider the following factors:

* Batch Deletion Limits: Up to one million records can be deleted in each batch. This helps manage and control the deletion process without overwhelming the system.

* Suppression Status Visibility: The suppression status does not show for individual contacts until the entire batch processes. This means that you will not see the status updates for individual contacts until the deletion batch is fully processed.

Salesforce Contact Deletion Process

NEW QUESTION # 53

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