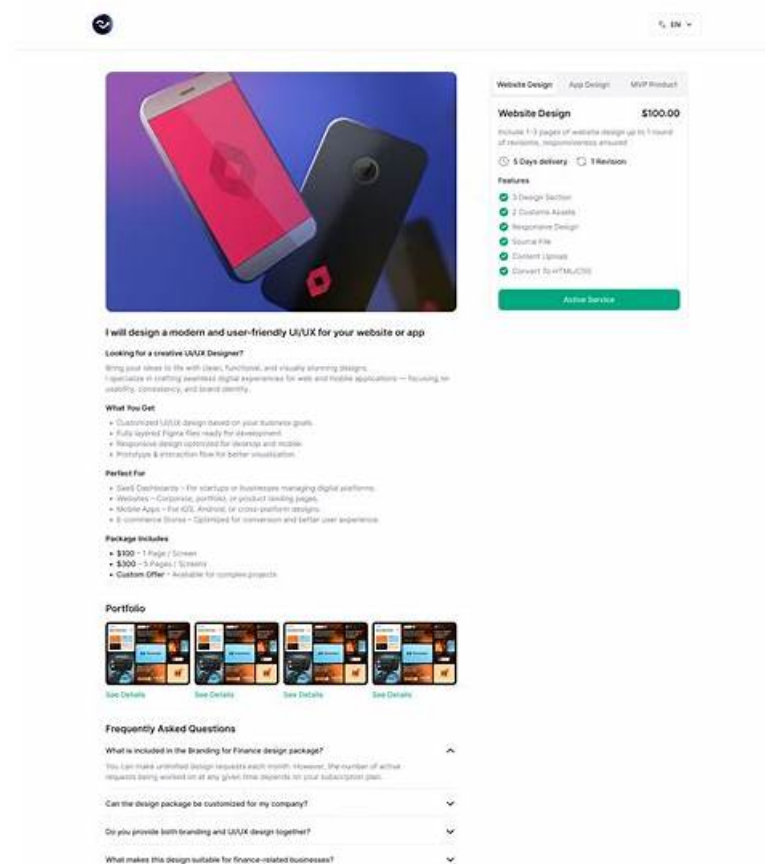


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Salesforce MCE-Dev-201 Exam Syllabus Topics:

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

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q90-Q95):

NEW QUESTION # 90

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

Answer: D

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 # 91

Northrn Trail Outfitters (NTO) wants to import a data file. It will be uploaded at regular intervals to their Enhanced FTP Account where an automation will import the file into a data extension. NTO requires the file to be encrypted.

Which two file encryption options are supported when importing data files to Marketing Cloud?

Choose 2 answers

- A. RSA encryption
- **B. PGP encryption**
- **C. AES encryption**
- D. GPG encryption

Answer: B,C

Explanation:

When importing data files to Marketing Cloud, the supported file encryption options are:

* PGP encryption (A) - Pretty Good Privacy (PGP) encryption is supported for securing files.

* AES encryption (D) - Advanced Encryption Standard (AES) encryption is also supported for file security.

References:

Salesforce Marketing Cloud File Import Activity

File Transfer and Encryption Options

NEW QUESTION # 92

A data extension contains two fields which are being populated by a query activity. A third field has recently been added to the data extension.

Which SELECT statement is optimal for returning all of the columns in the data extension?

- A. SELECT 22SE, field2, field3
- B. SELECT field*
- C. SELECT *, field1, field2, field3
- **D. SELECT***

Answer: D

Explanation:

The optimal SELECT statement for returning all columns in the data extension, including the newly added third field, is:

SELECT *

This statement ensures that all fields, including any new fields added to the data extension, are returned without needing to list them explicitly.

References:

Salesforce Marketing Cloud SQL Reference

Query Activity Best Practices

NEW QUESTION # 93

A developer wants to expand the functionality of existing code which was written in AMPscript, but prefers to use Server-Side JavaScript (SSJS) for updates.

Which SSJS statement will retrieve the value of the AMPscript variable named subKey?

- A. Variable.SetValue("subKey", "Value");
- B. Var.Retrieve("@subKey");
- **C. Var.Get("subKey");**
- D. Variable.GetTVValue ("@subKey") ;

Answer: C

Explanation:

To retrieve the value of the AMPscript variable named subKey in Server-Side JavaScript (SSJS), the following statement should be used:

Var.Get("subKey");

This statement retrieves the value of the specified AMPscript variable within SSJS.

References:

Salesforce Marketing Cloud SSJS Guide

AMPscript and SSJS Integration

NEW QUESTION # 94

Northern Trails Outfitters is using REST API to send emails to customers after a purchase.

Which considerations should be taken regarding the token used in the API Call?

- A. Make a token API call and re-use the token until the next API call fails.
- **B. Make a token API call and re-use the token until the token expires.**
- C. Make a token API call and re-use the token for that subscriber.
- D. Make a token API call before each triggered send API call.

Answer: B

When using the REST API to send emails to customers after a purchase, the developer should make a token API call and re-use the token until the token expires (D). This approach optimizes API usage by reducing the number of token requests, ensuring that the token is reused until it naturally expires, after which a new token can be requested.

Salesforce Marketing Cloud API Authentication Token Management Best Practices

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