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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"> 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 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"> 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	<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.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q102-Q107):

NEW QUESTION # 102

In what order is AMPscript evaluated before an email is sent?

- A. HTML Body, Text Body, Subject Line
- B. Text Body, HTML Body, Subject Line
- C. Subject Line, HTML Body, Text Body**
- D. HTML Body, Text Body, Text Body

Answer: C

Explanation:

AMPscript is evaluated in the following order before an email is sent:

* Subject Line: Evaluates AMPscript in the subject line first.

* HTML Body: Evaluates AMPscript within the HTML body of the email.

* Text Body: Evaluates AMPscript within the text body of the email.

This order ensures that any dynamic content or personalization logic is correctly applied in all parts of the email.

Salesforce AMPscript Evaluation Order

NEW QUESTION # 103

A developer is configuring a File Drop Automation and wants to use a Filename Pattern to allow for timestamps on the file. The file name will always start with the month and day (e.g. MAY15) the file is dropped onto the SFTP site.

Which two configurations should be used for the automation to successfully start? Choose 2 answers

- A. %%MMMMdd%%
- B. %%Month%%%%Day%%**
- C. Ends With operator
- D. Begins With operator**

Answer: B,D

Explanation:

To configure a File Drop Automation with a filename pattern that allows for timestamps and starts with the month and day, the developer should use:

* Begins With operator (D) - This ensures that the automation triggers when the file name begins with the specified pattern.

* %%Month%%%%Day%% (C) - This is the correct syntax to match the month and day in the file name.

For example, if the file name is "MAY15", the pattern will be %%MMMMdd%%.

References:

Salesforce Marketing Cloud File Drop Automations

Automation Studio Filename Patterns

NEW QUESTION # 104

Northern Trail Outfitters (NTO) stores most of their customer data in Marketing Cloud. They do not mind their data being viewed in clear text within SFMC to users who have access, but they want to ensure the underlying database files are encrypted at rest in case the physical media is stolen.

Which encryption method should NTO use?

- A. **Transparent Data Encryption**
- B. Field-Level Encryption
- C. Tokenized Sending
- D. Encrypted Data Sending

Answer: A

Explanation:

Transparent Data Encryption (TDE) is the appropriate method for ensuring that the underlying database files are encrypted at rest. TDE encrypts the database files themselves, protecting the data in case the physical media is stolen, while allowing the data to be viewed in clear text by authorized users within the system.

* Transparent Data Encryption: Encrypts data at rest, ensuring that the database files are secure.

Salesforce Transparent Data Encryption

NEW QUESTION # 105

Certification Aid wants to import an encrypted CSV file from the Marketing Cloud Enhanced FTP server.

Which two File Transfer activities are needed to achieve this? Choose 2.

- A. To move the import file from the Safehouse to Marketing Cloud.
- B. **To decrypt the import file on the Safehouse.**
- C. To decrypt the import file on the Enhanced FTP server.
- D. **To move the import file from the Enhanced FTP server to the Safehouse**

Answer: B,D

Explanation:

When importing an encrypted file from the Enhanced FTP server, you need to move the file to the Safehouse first, and then decrypt it within the Safehouse.

* Move to Safehouse: Use a File Transfer activity to move the encrypted file from the Enhanced FTP server to the Safehouse.

* Decrypt in Safehouse: Use another File Transfer activity to decrypt the file within the Safehouse.

Salesforce File Transfer Activities

NEW QUESTION # 106

NTO had an Enterprise 2.0 account; subscribers unsubscribes from the business unit only. A developer is identifying subscribers who unsubscribed from any of the NTO child business units. Which method would identify the most accurate status for subscribers of each business unit?

- A. Query unsubscriber from _Subscribers within the Parent business unit
- B. **Create Data Extracts of All Subscribers within each Child business unit**
- C. Create Data Extract of all Subscribers within the Parent Business unit
- D. Query status from _ListSubscribers within the Parent business unit

Answer: B

Explanation:

To accurately identify subscribers who have unsubscribed from any of the child business units in an Enterprise 2.0 account, it is necessary to create data extracts of all subscribers within each child business unit.

This approach ensures that unsubscribes specific to each business unit are captured.

* Data Extracts: By creating data extracts within each child business unit, you can gather comprehensive unsubscribe data for all subscribers specific to each unit.

Salesforce Enterprise 2.0 Account Management

NEW QUESTION # 107

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