

100% Pass Quiz Salesforce - MCE-Dev-201 - Salesforce Certified Marketing Cloud Engagement Developer Unparalleled Reliable Exam Guide



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The Salesforce MCE-Dev-201 certification exam is one of the best credentials in the modern Salesforce world. The Salesforce Certified Marketing Cloud Engagement Developer (MCE-Dev-201) certification offers a unique opportunity for beginners or experienced professionals to demonstrate their expertise and knowledge with an industry-recognized certificate. With the Salesforce Certified Marketing Cloud Engagement Developer (MCE-Dev-201) exam dumps, you can not only validate your skill set but also get solid proof of your proven expertise and knowledge.

Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 4	<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 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.

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Dumps MCE-Dev-201 Questions - MCE-Dev-201 Valuable Feedback

The evergreen field of Salesforce is so attractive that it provides non-stop possibilities for the one who passes the Salesforce MCE-

Dev-201 exam. So, to be there on top of the IT sector, earning the Salesforce Certified Marketing Cloud Engagement Developer (MCE-Dev-201) certification is essential. Because of using outdated MCE-Dev-201 Study Material, many candidates don't get success in the MCE-Dev-201 exam and lose their resources. The MCE-Dev-201 PDF Questions of TroytecDumps are authentic and real.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q146-Q151):

NEW QUESTION # 146

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: B

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 # 147

A developer is building an integration with the Marketing Cloud API. Which configuration should be used for the API integration component in the associated Installed Package?

- A. Select the **minimum required scope for the integration**
- B. Select the 'Require Secret for Web Flow' option
- C. Select the 'Admin-approved users are pre-authorized' option under Permitted Users.
- D. Select all available options to enable package reuse for the future integrations

Answer: A

Explanation:

When configuring an API integration component in an Installed Package, it is best practice to select the minimum required scope for the integration. This approach ensures that the integration has only the necessary permissions, enhancing security by limiting access to only what is required.

* Minimum Required Scope: Selecting only the scopes that are necessary for the integration helps maintain a secure and controlled environment.

Salesforce API Integration Best Practices

NEW QUESTION # 148

A developer wants to transform the date and time 'Data_Enrolled' from Daylight Savings time. How would the developer change the time to fall back one hour?

- A. `%%=DateAdd(Date_Enrolled,-1,'H')=%%`
- B. `%%=FormatDate(Date_Enrolled,-1,'HH','en-us')=%%`
- C. `%%=DateDiff(Date_Enrolled,1,'H')=%%`
- D. `%%=DataAdd(Date_Enrolled,-1)=%%`

Answer: A

Explanation:

To transform the date and time 'Data_Enrolled' from Daylight Savings time and fall back one hour, the developer should use the following AMPscript function:

```
%%=DateAdd(Data_Enrolled,-1,'H')=%%
```

This function subtracts one hour from the 'Data_Enrolled' date and time.

References:

NEW QUESTION # 149

A developer identified duplicate contacts and wants to delete roughly 10 million subscribers using Contact Delete. How could the process be expedited?

- A. Delete any unnecessary Sendable Data Extensions
- **B. Change the Suppression value to a larger value**
- C. Stop the current delete process and delete smaller groups
- D. Manually delete subscribers in All Contacts

Answer: B

Explanation:

To expedite the process of deleting roughly 10 million subscribers using Contact Delete, the developer should change the Suppression value to a larger value (A). Increasing the suppression period helps in reducing the time taken for the deletion process as it allows the system to handle more deletions at once, thus speeding up the overall process.

References:

Salesforce Marketing Cloud Documentation on Contact Delete
Marketing Cloud Contact Deletion Best Practices

NEW QUESTION # 150

Northern Trails Outfitters (NTO) has a sendable data extension with 1,500,000 contact records they want to delete. Which step is required before deleting the contacts?

- A. Query the records into a new sendable data extension and delete it
- B. Divide the records in half and delete each resulting data extension
- C. Navigate to Email Studio and delete the data extension
- **D. Navigate to Contact Builder and delete the data extension**

Answer: D

Explanation:

Before deleting a sendable data extension that contains a large number of contact records, it is important to manage the contact deletion through Contact Builder. Deleting the data extension from Contact Builder ensures that all related contact information is also removed from the contact model.



Salesforce Contact Builder

NEW QUESTION # 151

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