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Salesforce MCE-Dev-201 Exam Syllabus Topics:

| Topic | Details |
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| 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"> • 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 | <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. |
| Topic 4 | <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 5 | <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. |

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q56-Q61):

NEW QUESTION # 56

Northern Trail Outfitters uses a Send Log and sends more than one million emails per day. They want to execute daily reports on all subscriber activity without impacting send performance.

Which set of best practices should be implemented?"

- A. Add a data retention policy to the Send Log. then run reports from the _Opens data view.
- **B. Copy new Send Log records to an Archive data extension, then run reports from the Archive data extension.**
- C. Copy new Send Log records to an Archive data extension, then run reports from the Send Log data extension.
- D. Add a data retention policy to the Send Log. then run reports from the Send Log data extension.

Answer: B

Explanation:

To execute daily reports on all subscriber activity without impacting send performance, the best practice is to copy new Send Log records to an Archive data extension, then run reports from the Archive data extension (C). This approach ensures that the reporting activity does not interfere with the performance of ongoing send operations.

References:

Salesforce Marketing Cloud Send Log Best Practices

Data Extension Best Practices

NEW QUESTION # 57

Customer data has been imported into a staging data extension and needs to be normalized before adding into the master data extension. A text field named 'birthday' contains date values in various formats. Some of the values are valid dates, but some are not. Which SQL keywords and functions could be used to write the query? Choose 2 answers

- A. UPDATE, ISDATE, CONVERT
- B. WHERE, ISDATE, CONVERT
- **C. CASE, ISDATE, CONVERT**
- **D. CASE, ISDATE, CAST**

Answer: C,D

Explanation:

To normalize customer data in a staging data extension where a text field named 'birthday' contains date values in various formats, the developer can use the following SQL keywords and functions:

* CASE, ISDATE, CONVERT (A) - These functions can be used to handle different date formats and convert them into a

consistent format.

* CASE, ISDATE, CAST (C) - Similar to the above, CAST can be used to convert text to date format if ISDATE returns true.

Example SQL query:

```
SELECT CASE WHEN ISDATE(birthday) = 1 THEN CONVERT(DATE, birthday) ELSE NULL END AS normalized_birthday  
FROM StagingDataExtension References:
```

Salesforce Marketing Cloud SQL Reference

SQL CASE and ISDATE Functions

NEW QUESTION # 58

A developer, who is new to Marketing Cloud, needs to design a landing page for a new customer. They choose to use Server-Side JavaScript (SSJS) due to their extensive knowledge of JavaScript from previous projects.

Which two features would the developer be able to leverage in their Server-Side code? Choose 2 answers

- A. Wrapping of AMPscript in SSJS code
- B. Include Try/Catch blocks within the code
- C. External Libraries to extend functionality
- D. Direct modification of the DOM

Answer: A,B

Explanation:

When using Server-Side JavaScript (SSJS) in Salesforce Marketing Cloud, the developer can leverage the following features:

* Wrapping of AMPscript in SSJS code (A) - SSJS can include AMPscript within its code, allowing for dynamic content generation and manipulation.

* Include Try/Catch blocks within the code (D) - SSJS supports the use of Try/Catch blocks to handle errors and exceptions in the script, providing better control over error management.

References:

Salesforce Marketing Cloud Server-Side JavaScript Guide

AMPscript and SSJS Integration

NEW QUESTION # 59

A developer wants to configure performance tracking of the content dynamically created via AMPscript in an email. Which two steps should be performed to achieve this objective? Choose 2

- A. Include the functions `BeginImpressionRegion` and `EndImpressionRegion`
- B. Configure dynamic content block in Content Builder
- C. Add a unique identifier in the HTML tags within the generated content
- D. Request the Impression Tracking feature be enabled on the account

Answer: A,D

Explanation:

To track the performance of dynamically created content via AMPscript in an email, the following steps should be performed:

* Request the Impression Tracking feature be enabled on the account: This feature must be enabled to track impressions of dynamic content.

* Include the functions `BeginImpressionRegion` and `EndImpressionRegion`: These functions are used within the AMPscript code to mark the beginning and end of the content region that needs to be tracked.

* Example:

ampscript

Copy code

```
%%[BeginImpressionRegion('DynamicContent')]%% <p>%%=v(@DynamicContent)=%%</p> %%  
[EndImpressionRegion()]%%
```

Salesforce AMPscript Functions for Tracking

NEW QUESTION # 60

A developer created a landing page in CloudPages which return unique content when subscriber data is located on a related data extension. The developer does not know if all subscribers have rows in the related data extension, and want default content to

render if no subscriber data is found on the related data extension.
Which best practice should the developer follow to control the unique and default content?

- A. Use the DataExtensionRowCount function
- B. Use the Lookup, Row and Field functions
- **C. Use the RowCount function and an IF statement**
- D. Use the LookupOrderRows and Row functions

Answer: C

Explanation:

To control the rendering of unique and default content based on the presence of subscriber data in a related data extension, the best practice is to use the RowCount function and an IF statement:

```
%%[ VAR @rowCount SET @rowCount = RowCount(LookupRows("RelatedDataExtension",  
"SubscriberKey", _subscriberKey)) IF @rowCount > 0 THEN /* Render unique content */ ELSE /* Render default content */  
ENDIF ]%%
```

This approach checks if there are any rows in the related data extension for the subscriber and conditionally renders the appropriate content.

References:

AMPscript Guide

Salesforce Marketing Cloud Documentation

NEW QUESTION # 61

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