

# Quiz 2026 Authoritative Salesforce MCE-Dev-201: Passing Salesforce Certified Marketing Cloud Engagement Developer Score Feedback



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### Salesforce MCE-Dev-201 Exam Syllabus Topics:

| Topic   | Details                                                                                                                                                                                                                                                                                                            |
|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic 1 | <ul style="list-style-type: none"><li>• 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.</li></ul>                                                            |
| Topic 2 | <ul style="list-style-type: none"><li>• 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.</li></ul> |
| Topic 3 | <ul style="list-style-type: none"><li>• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.</li></ul>                                                                                       |

|         |                                                                                                                                                                                                                                                                                                                 |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic 4 | <ul style="list-style-type: none"> <li>• 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.</li> </ul> |
| Topic 5 | <ul style="list-style-type: none"> <li>• 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.</li> </ul>                       |

## Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q71-Q76):

### NEW QUESTION # 71

A developer needs to configure an Email Send Logging Data Extension for a new business unit. Which option should be used?

- A. Create and ensure it has the name "Send Log"
- B. Salesforce Support should create the data extension
- C. Create using the SendLog Data ExtensionTemplate
- D. Create from a copy of an existing Send Log in another business unit

**Answer: C**

Explanation:

To configure an Email Send Logging Data Extension for a new business unit, the recommended approach is to use the SendLog Data Extension Template. This ensures that all necessary fields and configurations are correctly set up to log email send data.

\* SendLog Data Extension Template: This template includes predefined fields and settings that are required for logging email sends.

Using this template ensures that the data extension is set up correctly for tracking send logs.

\* Go to Email Studio -> Subscribers -> Data Extensions.

\* Click on "Create".

\* Choose "Create from Template" and select the "SendLog" template.

\* Follow the prompts to configure and save the new Send Log data extension.

Salesforce Email Send Logging

### NEW QUESTION # 72

A developer wants to create an HTML table where rows will alternate background colors between white and red. The developer does not know how many rows will be sent within each email, and decides to use a loop and assigns the RowCount() of the table rows to the variable @numerator. What is the recommended AMPscript logic to determine the background color of each table row within the loop?

- A. %%[IF @numerator/2 = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- B. %%[IF SUBSTRING(DIVIDE(@numerator,2),1) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- C. %%[IF DIVIDE(@numerator,2)=1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- D. %%[IF MOD(@numerator,2) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%

**Answer: D**

Explanation:

To alternate the background color of rows in an HTML table using AMPscript, the MOD function can be used to determine if the row number is odd or even.

\* MOD Function: The MOD function returns the remainder of a division operation. By using MOD (@numerator, 2), the function returns 1 for odd rows and 0 for even rows, allowing the background color to be set accordingly.

\* AMPscript Example:

```
%%[ SET @numerator = 1 FOR @i = 1 TO RowCount(@rows) DO SET @color = IF MOD(@numerator, 2)
= 1 THEN 'Red' ELSE 'White' ENDIF SET @numerator = ADD(@numerator, 1) ]%% <tr style="background-color:
%%v(@color)=%%;"> <!-- Row content --> </tr> %%[ NEXT @i ]%%
```

Salesforce AMPscript Functions

### NEW QUESTION # 73

NTO had an Enterprise 2.0 account; subscribers unsubscribe 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 status from \_ListSubscribers within the Parent business unit
- B. Query unsubscribed from \_Subscribers within the Parent business unit
- **C. Create Data Extracts of All Subscribers within each Child business unit**
- D. Create Data Extract of all Subscribers within the Parent Business unit

**Answer: C**

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 # 74

Which action could the RaiseError AMPscript function be configured to perform?

- A. Delete the subscriber record
- **B. Log the source of the error**
- C. Update the subscriber's status

**Answer: B**

Explanation:

The RaiseError AMPscript function can be configured to log the source of the error (C). This functionality is useful for error handling and debugging, allowing administrators to identify the cause of an issue and take appropriate action.

References:

Salesforce Marketing Cloud AMPscript Guide: RaiseError

### NEW QUESTION # 75

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 before each triggered send API call.
- **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 and re-use the token until the next API call fails.

**Answer: B**

Explanation:

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.

References:

Salesforce Marketing Cloud API Authentication

Token Management Best Practices

### NEW QUESTION # 76

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