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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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"> • 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	<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.

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q93-Q98):

NEW QUESTION # 93

Certification Aid wants to add records to a Data Extension using the SOAP API. Which object can be used for this? Choose 1.

- A. Subscriber object
- **B. DataExtensionObject object**
- C. Attribute object
- D. DataExtension object

Answer: B

Explanation:

To add records to a Data Extension using the SOAP API, the DataExtensionObject object is utilized. This object represents a row within a data extension.

* DataExtensionObject: This object is specifically designed to interact with data extensions, allowing you to insert, update, and retrieve rows. Here is a basic example of how to use this object to add a record:

```
<s:Envelope xmlns:s="http://schemas.xmlsoap.org/soap/envelope/"> <s:Body> <CreateRequest xmlns="http://exacttarget.com/wsdl/partnerAPI"> <Objects xsi:type="DataExtensionObject">
<CustomerKey>DataExtensionExternalKey</CustomerKey> <Properties> <Property>
<Name>SubscriberKey</Name> <Value>example@example.com</Value> </Property> <Property>
<Name>FirstName</Name> <Value>John</Value> </Property> <Property> <Name>LastName</Name>
<Value>Doe</Value> </Property> </Properties> </Objects> </CreateRequest> </s:Body> </s:Envelope>
```

Salesforce SOAP API Developer Guide

NEW QUESTION # 94

A developer wants to build out a series of CloudPages that will interact with several REST APIs.

Which Marketing Cloud supported scripting tool should be used?

- A. AMPscript
- **B. SSJS**
- C. GTL

Answer: B

Explanation:

To build out a series of CloudPages that will interact with several REST APIs, the developer should use SSJS (Server-Side JavaScript) (C). SSJS is supported in Marketing Cloud and provides robust capabilities for interacting with external APIs, handling

HTTP requests, and processing data.

References:

Salesforce Marketing Cloud SSJS Guide

SSJS Functions

NEW QUESTION # 95

A developer wants to create an AMPscript FOR loop that populates HTML table rows based on the number of rows and data in a target DE. Where should the developer place the FOR keyword to begin the loop?

- A. Before the <td> tag
- B. Before the <tbody> tag
- C. Before the <table> tag
- D. Before the <tr> tag

Answer: D

Explanation:

In AMPscript, to create a FOR loop that populates HTML table rows, the developer should place the FOR keyword before the <tr> tag. This ensures that each iteration of the loop creates a new table row with the appropriate data.

Example:

```
<table> <tbody> %%[ FOR @i = 1 TO RowCount(@TargetDE) DO ]%% <tr> <td>%%=Field(Row (@TargetDE, @i),  
"FieldName")=%%</td> </tr> %%[ NEXT @i ]%% </tbody> </table>
```

References:

AMPscript Guide

Salesforce Marketing Cloud Documentation

NEW QUESTION # 96

A developer wants to set a variable to use a field from a Sendable Data Extension.

Which two options could be used in an AMPscript block to set the variable as a "First Name" field from a Sendable Data Extension used to send the email? Choose 2 answers

- A. SET @firstName = attributeValue ("First Name")
- B. SET @firstName = %%First Name%%
- C. SET @firstName = "First Name"]
- D. SET @firstName = [First Name]

Answer: A,B

Explanation:

To set a variable to use a field from a Sendable Data Extension in an AMPscript block, the following options can be used:

* SET @firstName = %%First Name%% (B) - This syntax directly references the field value within AMPscript.

* SET @firstName = AttributeValue('First Name') (C) - This function retrieves the value of the specified attribute (field) for the current subscriber context.

References:

Salesforce Marketing Cloud AMPscript Guide

AttributeValue Function

NEW QUESTION # 97

A developer wants to aggregate monthly energy usage data over a four month period for each subscriber within an email. The monthly usage values are stored in variables for each month in the following way:

How should the developer use AMPscript to generate the total?

- A. SET @total = (ADD(@jan,@feb), ADD(@mar, @apr))
- B. SET @total - (@jan - 3fet - @mar @apr>
- C. SET @total - ADD(@jan,ADD(@feb,ADD(@mar,@apr)))
- D. SET @total = AZD((@jan @feb) @mar) @apr)

Answer: C

Explanation:

To aggregate monthly energy usage data stored in variables for each month, you should use the ADD function in AMPscript to sum up the values. The ADD function can be nested to handle multiple values.

* AMPscript Example:

```
%%[ SET @total = ADD(@jan, ADD(@feb, ADD(@mar, @apr))) ]%%
```

Salesforce AMPscript Functions - ADD

NEW QUESTION # 98

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I think these smart tips will help you to study well for the exam and get a brilliant score without any confusion. To get the Salesforce Certified Marketing Cloud Engagement Developer MCE-Dev-201 practice test, find a reliable source that provides the MCE-Dev-201 Exam Dumps to their clients. Salesforce Certified Marketing Cloud Engagement Developer MCE-Dev-201 certification exams are not easy but quite tricky to know whether the applicant has complete knowledge regarding the subject or not.

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