

Salesforce Certified Marketing Cloud Engagement Developer Exam Reference Materials are Helpful for You to Pass MCE-Dev-201 Exam - ValidDumps



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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.
Topic 2	• 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	• 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	• 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 5	• 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.

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q69-Q74):

NEW QUESTION # 69

Which programming language should be used in email messages? Choose 1.

- A. AMPscript only
- B. Both
- C. SSJS only
- **D. Either AMPscript or SSJS**

Answer: D

Explanation:

In Salesforce Marketing Cloud, you can use either AMPscript or Server-Side JavaScript (SSJS) in email messages. Both languages are supported and can be used to manipulate data, create dynamic content, and perform other server-side operations.
Salesforce Programming Languages in Emails

NEW QUESTION # 70

A developer wants to build an audience by identifying subscribers who opened a specific email. Which query should the developer use?

- **A. SELECT SubscriberKey FROM _Open WHERE JobID = '1234'**
- B. SELECT * FROM _Open WHERE ListID = '1234'
- C. SELECT SubscriberID FROM _Open WHERE JobID = "1234"
- D. SELECT * FROM _Open WHERE JobID = "1234"

Answer: A

Explanation:

To build an audience by identifying subscribers who opened a specific email, the developer should use the following query:
SELECT SubscriberKey FROM _Open WHERE JobID = '1234'

This query selects the SubscriberKey from the _Open data view where the JobID matches the specific email send.

References:

Salesforce Marketing Cloud Data Views
Salesforce SQL Reference Guide

NEW QUESTION # 71

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. CASE, ISDATE, CONVERT**
- C. WHERE, ISDATE, CONVERT
- **D. CASE, ISDATE, CAST**

Answer: B,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 # 72

Northtrn Trail Outfitters mistakenly synced the User_Salesforce object which added to their billable contact count.

What should be recommended to remove these contacts'

- A. Update the sync to remove these contacts from the All Contacts table.
- **B. Put the synced records into a sendable data extension and use Contact Delete.**
- C. Use the SOAP API to delete the contacts from the All Contacts table.
- D. Use the REST API to delete the contacts from the All Subscribers table.

Answer: B

Explanation:

To remove contacts mistakenly synced from the User_Salesforce object, the recommended approach is to put the synced records into a sendable data extension and use Contact Delete (C). This method allows for the systematic deletion of these contacts from the All Contacts table without affecting other data.

References:

Salesforce Marketing Cloud Contact Delete

Managing Contacts in Marketing Cloud

NEW QUESTION # 73

Northern Trail Outfitters (NTO) wants to determine the best identifier for subscribers across all channels.

What should be recommended?

- A. Subscriber ID
- B. Mobile ID
- **C. Contact Key**
- D. Email Address

Answer: C

Explanation:

To determine the best identifier for subscribers across all channels, Contact Key (A) should be recommended.

The Contact Key is a unique identifier that can be used consistently across all channels, ensuring a unified view of the subscriber's interactions and data.

References:

Salesforce Marketing Cloud Contact Builder

Contact Key Overview

NEW QUESTION # 74

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