

Vce MCE-Dev-201 Test Simulator | MCE-Dev-201 Latest Test Question



You are in a quest for high quality practice materials like our MCE-Dev-201 preparation exam. We avail ourselves of this opportunity to approach you to satisfy your needs. In order to acquaint you with our MCE-Dev-201 practice materials, we wish to introduce a responsible company dealing with exclusively in area of MCE-Dev-201 training engine and it is our company which keeps taking care of the readers' requests, desires and feeling about usage of our MCE-Dev-201 study questions in mind.

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	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	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	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.

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Are you planning to appear in the Salesforce Certified Marketing Cloud Engagement Developer (MCE-Dev-201) certification test and need to know where to get updated practice questions? Then you are at the right place because Salesforce Certified Marketing Cloud Engagement Developer (MCE-Dev-201) has made the learning material for the applicants to prepare successfully for the certification exam in a short time.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q24-Q29):

NEW QUESTION # 24

A developer uses an API to send data to a Marketing Cloud data extension once every five minutes using the REST API. They notice data does not always write to the data extension, leading to data loss.

Which three best practices are recommended to avoid this issue? Choose 3 answers

- A. In case of 'Not Authorized' errors, request a new Access Token and attempt the call again.
- B. Use Username and Password authentication instead of OAuth client ID and client secret.
- C. In case of Server errors, ensure the Server is available and attempt the call again.
- D. In case of Server errors, request a new Access Token before each request.
- E. Store the expiry of the access token to ensure a new token is requested if the old one is invalid.

Answer: A,C,E

Explanation:

To avoid data loss and ensure reliable data transfer to Marketing Cloud data extensions, follow these best practices:

* Handle 'Not Authorized' Errors: If a 'Not Authorized' error occurs, it is likely due to an expired or invalid access token. Request a new access token and retry the API call.

* Retry on Server Errors: If a server error occurs, it might be a temporary issue. Ensure the server is available and retry the call.

* Token Expiry Management: Store the expiry time of the access token and request a new one before the old token expires to prevent authorization issues.

Salesforce Marketing Cloud API Best Practices

NEW QUESTION # 25

Northern Trail Outfitters uses a number to uniquely identify contacts across different marketing channels.

Which two actions should the developer take to ensure the contacts relate across channels in Marketing Cloud when working with the data model?

Choose 2 answers

- A. Use a unique identifier specific to each channel and automatically connect them..
- B. store the numeric unique identifier value as a Text data type in data extensions.
- C. Create Attribute Groups linking the unique identifier to the Contact for each channel.
- D. Link the numeric field value to the Contact ID in Attribute Groups in Contact Builder.

Answer: C,D

Explanation:

To ensure that contacts relate across different channels in Marketing Cloud, you need to link the unique identifier used across channels to the Contact ID in Contact Builder. This involves creating Attribute Groups and establishing the relationships between the unique identifier and the Contact ID.

* Link the Numeric Field Value: By linking the numeric unique identifier to the Contact ID in Attribute Groups, you ensure that each contact is uniquely identified across channels.

* Create Attribute Groups: Attribute Groups in Contact Builder allow you to map the relationships between different data sources and the Contact object, ensuring that the unique identifier is connected correctly for each channel.

Salesforce Contact Builder Documentation

NEW QUESTION # 26

A developer initiated a batch delete of Contacts in Contact Builder due to an import error during implementation. There are over two million records that need to be deleted.

Which two factors should be considered when batch deleting large volumes of contacts? Choose 2 answers

- A. The deletion process supersedes other automated account activities.
- **B. The suppression status does not show for individual contacts until the entire batch processes.**
- C. To more quickly remove contact information, use the suppression period length of 14.
- **D. Up to one million records can be deleted in each batch.**

Answer: B,D

Explanation:

When batch deleting large volumes of contacts, it is important to consider the following factors:

* Batch Deletion Limits: Up to one million records can be deleted in each batch. This helps manage and control the deletion process without overwhelming the system.

* Suppression Status Visibility: The suppression status does not show for individual contacts until the entire batch processes. This means that you will not see the status updates for individual contacts until the deletion batch is fully processed.

Salesforce Contact Deletion Process

NEW QUESTION # 27

A developer is notified the View Email As Web Page (VAWP) link, when clicked, displays the message, The system is temporarily unavailable. We apologize for any inconvenience. Please try again later.

What could be a possible cause for the error

- A. The sender profile used at the time of send was overwritten.
- **B. The email used at the time of send was deleted, updated, or moved.**
- C. The data in the data extensions used at the time of send was overwritten.
- D. The data extension used at the time of send was moved to another folder.

Answer: B

Explanation:

The "View Email As Web Page" (VAWP) link relies on the original email content being available. If the email used at the time of send was deleted, updated, or moved, the link will not be able to retrieve and display the content, resulting in the error message.

Salesforce VAWP Documentation

NEW QUESTION # 28

Northern Trail Outfitters (NTO) uses a numeric identifier for Subscriber Key. Customer data is stored in a data extension with the Subscriber Key set as a Primary Key.

Which step is required for NTO when creating relationships for this data extension in Data Designer?

- A. Link the Contact Key to the Subscriber's email address when creating the relationship
- **B. Link the Contact ID to the Subscriber Key when creating the relationship**
- C. Use a one-to-one cardinality when creating the relationship
- D. Set Subscriber Key as a text data type before linking the data extension to Contact Key

Answer: B

Explanation:

When creating relationships in Data Designer, it's essential to link the Contact ID to the Subscriber Key. The Contact ID in Marketing Cloud represents a unique identifier for contacts across various data sources, and linking it to the Subscriber Key ensures accurate data mapping and integration.

Salesforce Data Designer

NEW QUESTION # 29

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