

2026 Salesforce Authoritative MCE-Dev-201: Salesforce Certified Marketing Cloud Engagement Developer Valid Test Cost



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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q48-Q53):

NEW QUESTION # 48

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

- D. `%%[IF @numerator/2 = 1 THENSET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%`

Answer: B

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 # 49

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

Answer: A,B

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 # 50

A developer wants to build an email that dynamically populates the physical address of a company's locations using the variable address. The deployment goes to millions of subscribers and the developer wants the fastest possible performance.

Which AMPscript solution should be recommended?

- A. `%%[SET @address = field(Row(LookupRows("Building_Locations", "Address", "Id"), 1), "Address")]%%`
- B. `%%: SET @address = Lookup("Building_locations", Address, "id"@id)]%%`
- C. `%%[SET @address = field(Lookup("Building_Locations", "Address", "Id", @Id), "Address")]%%`
- D. `%%; SET @address = LookupRows("Building_Locations", "Address", "Id")]%%`

Answer: B

Explanation:

To dynamically populate the physical address of a company's locations using the variable @address and ensure the fastest possible performance for millions of subscribers, the recommended AMPscript solution is:

`%%[SET @address = Lookup("Building_Locations", "Address", "Id", @Id)]%%` This solution uses the Lookup function, which retrieves a specific field value from a data extension based on the given criteria. It is efficient and performs well for high-volume sends.

References:

Salesforce Marketing Cloud AMPscript Guide

Salesforce Marketing Cloud Documentation

NEW QUESTION # 51

Which of the following is a valid comment within an AMPscript code block? Choose 1.

- A. - comment -->
- B. // comment
- C. /* comment */
- D. --comment

Answer: C

Explanation:

In AMPscript, the valid syntax for comments is /* comment */. This allows you to add comments within your AMPscript code for documentation or clarification purposes.

Salesforce AMPscript Syntax Guide

NEW QUESTION # 52

A developer is troubleshooting why an API client Id and client_secret are authenticating yet failing to access data from a child business unit.

What should be checked to validate the installed package can access the child business unit data?

- A. The Installed Package has access to the selected child business unit
- B. The Installed Package has full Enterprise access to all available child business units
- C. The account id and parent MID are included in the authorization call

Answer: A

Explanation:

To ensure that an installed package can access data from a child business unit, verify that the package has been granted access to the specific child business unit. This is configured during the package setup and permissions assignment.

Salesforce Installed Packages and Business Unit Access

NEW QUESTION # 53

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