

Salesforce MCE-Dev-201通過考試，MCE-Dev-201最新題庫



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使用Testpdf公司推出的MCE-Dev-201考試學習資料，您將發現與真實考試95%相似的考試問題和答案，以及我們升級版之后的Salesforce MCE-Dev-201題庫，覆蓋率會更加全面。我們的專家為你即將到來的考試提供學習資源，不僅僅在於學習，更在於如何通過MCE-Dev-201考試。如果你想在IT行業擁有更好的發展，擁有高端的技術水準，Salesforce MCE-Dev-201是確保你獲得夢想工作的唯一選擇，為了實現這一夢想，趕快行動吧！

Salesforce MCE-Dev-201 考試大綱：

主題	簡介
主題 1	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.
主題 2	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.
主題 3	Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.
主題 4	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.
主題 5	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.

利用MCE-Dev-201通過考試資料，快速通過Salesforce Certified Marketing Cloud Engagement Developer

一般的Salesforce認證考試是MCE-Dev-201專家利用專業經驗研究出來的考試題和答案。而Testpdf正好有這些行業專家為你提供這些考試練習題和答案來幫你順利通過考試。我們的Testpdf提供的考試練習題和答案有100%的準確率。購買了Testpdf的產品你就可以很容易地獲得Salesforce的認證證書，這樣你在Salesforce行業中又有了個非常大的提升。

最新的 Salesforce Developers MCE-Dev-201 免費考試真題 (Q11-Q16):

問題 #11

Which of the following statements are correct concerning Contacts and Subscribers? Choose 2.

- A. Each Subscriber is also a Contact.
- B. A Contact is subscribed to a specific channel.
- C. Each Contact is also a Subscriber.
- D. A Contact is subscribed to any channel.

答案: A,B

解題說明:

Regarding Contacts and Subscribers in Salesforce Marketing Cloud:

* Each Subscriber is also a Contact (C) - In Marketing Cloud, a Subscriber is a type of Contact that is specifically associated with the Email channel.

* A Contact is subscribed to a specific channel (D) - A Contact can be subscribed to one or more channels, such as Email, Mobile, or Web, within Marketing Cloud.

References:

Salesforce Marketing Cloud Contacts and Subscribers

Understanding Contact Management

問題 #12

A developer is configuring a File Drop Automation and wants to use a Filename Pattern to allow for timestamps on the file. The file name will always start with the month and day (e.g. MAY15) the file is dropped onto the SFTP site.

Which two configurations should be used for the automation to successfully start? Choose 2 answers

- A. %%Month%%%%Day%%
- B. Ends With operator
- C. %%MMMMdd%%
- D. Begins With operator

答案: A,D

解題說明:

To configure a File Drop Automation with a filename pattern that allows for timestamps and starts with the month and day, the developer should use:

* Begins With operator (D) - This ensures that the automation triggers when the file name begins with the specified pattern.

* %%Month%%%%Day%% (C) - This is the correct syntax to match the month and day in the file name.

For example, if the file name is "MAY15", the pattern will be %%MMMM%%dd.

References:

Salesforce Marketing Cloud File Drop Automations

Automation Studio Filename Patterns

問題 #13

A developer wants to transform the date and time 'Data_Enrolled' from Daylight Savings time. How would the developer change the time to fall back one hour?

- A. `%%=DataAdd(Date_Enrolled,-1)=%%`
- **B. `%%=DateAdd(Date_Enrolled,-1,'H')=%%`**
- C. `%%=DateDiff(Date_Enrolled, 1,'H')=%%`
- D. `%%=FormatDate(Date_Enrolled,-1,'HH','en-us')=%%`

答案： B

解題說明：

To transform the date and time 'Data_Enrolled' from Daylight Savings time and fall back one hour, the developer should use the following AMPscript function:

`%%=DateAdd(Date_Enrolled, -1, 'H')=%%`

This function subtracts one hour from the 'Data_Enrolled' date and time.

References:

Salesforce Marketing Cloud AMPscript Date Functions

Salesforce Marketing Cloud Documentation

問題 #14

A developer wants to populate a data extension with the date of the most recent click for each subscriber. Which query would accomplish this?

- **A. `SELECT c.SubscriberKey, MAX(c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey`**
- B. `SELECT c.SubscriberKey, c.eventDate FROM _Click c WHERE c.IsUnique = 1`
- C. `SELECT c.SubscriberKey, MIN (c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey`
- D. `SELECT TOP 1 c.SubscriberKey, c.eventDate FROM _Click c ORDER BY c.eventDate DESC`

答案： A

解題說明：

To populate a data extension with the date of the most recent click for each subscriber, the developer should use the following SQL query:

`SELECT c.SubscriberKey, MAX(c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey` This query selects the SubscriberKey and the maximum eventDate for each subscriber from the _Click Data View, ensuring that the most recent click date is retrieved.

References:

Salesforce Marketing Cloud Data Views

SQL MAX Function

問題 #15

A developer is configuring a new Marketing Cloud account and has decided to use a unique 10-digit integer as each customer's Contact Key.

Which data type should be used when representing the value of Contact Key?

- A. Number
- B. Decimal
- **C. Text**

答案： C

解題說明：

In Marketing Cloud, the Contact Key should be represented as a Text data type, even if it is a numeric value.

This is because using the Text data type avoids issues related to numeric value formatting and allows for greater flexibility in handling the values.

Salesforce Contact Builder Best Practices

問題 #16

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