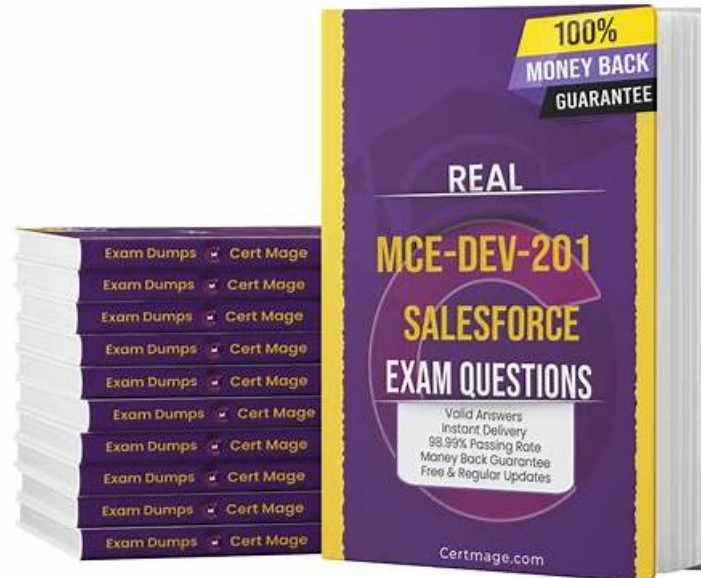


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## Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>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.</li> </ul>

- 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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## Pass Guaranteed 2026 Accurate MCE-Dev-201: Salesforce Certified Marketing Cloud Engagement Developer Questions Pdf

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### Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q159-Q164):

#### NEW QUESTION # 159

Northern Trail Outfitters' legal team is concerned about the daily import process that brings in subscribers to a Sendable Data Extension, even when records have already been targeted for deletion.

Which two true expected behaviors for these records occur in the event a send is initiated directly to this Sendable Data Extension? Choose 2 answers

- A. Records still in the suppression phase will only be excluded if manually specified during send time.
- B. Records that have already been deleted will be treated as new records.
- C. Records still in the suppression phase will be excluded from sends.
- D. Records that have been deleted will be excluded from sends indefinitely.

**Answer: C,D**

Explanation:

When a send is initiated directly to a Sendable Data Extension that includes records targeted for deletion, the following behaviors are expected:

\* Records still in the suppression phase will be excluded from sends (B) - These records are in the process of being deleted and will not be included in the send.

\* Records that have been deleted will be excluded from sends indefinitely (D) - Once records are deleted, they are permanently excluded from future sends.

References:

Salesforce Marketing Cloud Contact Delete Process  
Contact Suppression and Deletion

#### NEW QUESTION # 160

A developer wants to create a JavaScript Web Token using a key from Key Management.

What function should the developer use?

- A. GeUWT()
- B. GetJWTByKeyName()
- C. RegExMatch()
- D. ContentBlockByKey()

**Answer: B**

Explanation:

To create a JavaScript Web Token (JWT) using a key from Key Management in Salesforce Marketing Cloud, the GetJWTByKeyName function should be used. This function generates a JWT using the specified key from Key Management.  
Salesforce JWT Documentation

### NEW QUESTION # 161

A marketer is troubleshooting why an email send's tracking information is not available in Sales Cloud. The marketer confirms MarketingCloud Connect is installed properly. What should be confirmed next to continue troubleshooting the send's tracking information?

- A. The audience was a Salesforce Data Extension containing the appropriate SFID
- B. The audience was built using a Triggered Send Data Extension template
- C. The email was sent to the All Subscribers list
- D. The tracking destination folder was set to My Tracking

**Answer: A**

Explanation:

If the email send's tracking information is not available in Sales Cloud, the next step is to confirm that the audience was a Salesforce Data Extension containing the appropriate Salesforce ID (SFID).

\* Salesforce Data Extension: Ensure that the data extension used for the send is a Salesforce Data Extension that includes the appropriate SFID for each subscriber. This is crucial for the integration to correctly match the tracking data with the Salesforce records.

Salesforce Marketing Cloud Connect Troubleshooting

### NEW QUESTION # 162

A developer receives a request for tracking data for all sends associated with a specific JobID. The developer needs to see Sends, Opens, Clicks, and Bounces.

Which two activities could the developer use? Choose 2 answers

- A. Server-Side JavaScript Activity
- B. Tracking Extract Activity
- C. SQL Query Activity
- D. Campaign Data Extract

**Answer: B,C**

Explanation:

To retrieve tracking data for all sends associated with a specific JobID, including Sends, Opens, Clicks, and Bounces, the developer can use the following activities:

\* Tracking Extract Activity (A) - This activity extracts tracking data such as sends, opens, clicks, and bounces into a file, which can then be used for reporting or further processing.

\* SQL Query Activity (D) - This activity can query the data views to gather tracking data directly from the Salesforce Marketing Cloud databases. The developer can write SQL queries to select specific tracking information based on the JobID.

References:

Salesforce Marketing Cloud Tracking Extract Activity

Salesforce Marketing Cloud Data Views

### NEW QUESTION # 163

A developer wants to use the RaiseError Ampscript function when a subscriber does not have the necessary data to build an email. Which two outcomes are possible using this function? Choose 2 answer

- A. The send fails
- B. An error message is sent to the From Address used in the email
- C. The email is not sent to the particular subscriber
- D. The send is retried

**Answer: A,C**

Explanation:

Using the RaiseError AMPscript function allows a developer to handle errors when necessary data for building an email is missing.

The possible outcomes of using this function include:

\* The send fails (A) - The entire email send can be stopped if a critical error is encountered.

\* The email is not sent to the particular subscriber (B) - The send can be aborted for specific subscribers who do not have the necessary data.

References:

Salesforce Marketing Cloud AMPscript RaiseError Function

Salesforce Marketing Cloud Documentation

## NEW QUESTION # 164

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