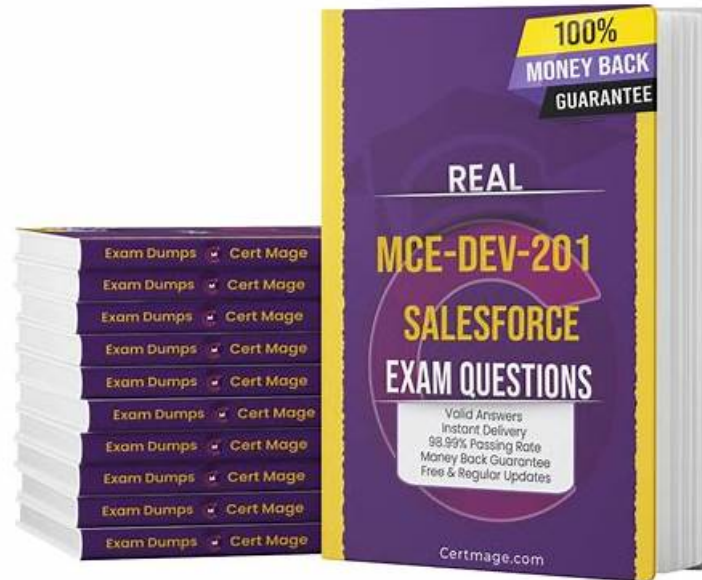


# MCE-Dev-201 New Dumps Ppt, Latest MCE-Dev-201 Mock Exam



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

Topic	Details
Topic 1	<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 2	<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 3	<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>
Topic 4	<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 5	<ul style="list-style-type: none"> <li>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.</li> </ul>

## 100% Pass 2026 Salesforce Reliable MCE-Dev-201: Salesforce Certified Marketing Cloud Engagement Developer New Dumps Ppt

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### Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q63-Q68):

#### NEW QUESTION # 63

A developer is troubleshooting why a parent-level data extension cannot be accessed by a child business unit. What should the developer check to validate the data available can be accessed for child business unit queries?

- A. The data extension is in the Synchronized Data Extensions folder and the query includes the ENT. prefix
- B. The data extension is in the Shared Items root folder and is accessible to the child business unit
- **C. The data extension is in the Shared Data Extensions folder and the query includes the ENT. prefix**
- D. The data extension is in the Salesforce Data Extensions folder and Is accessible to the child business unit

**Answer: C**

Explanation:

To validate that a parent-level data extension can be accessed by a child business unit, the developer should ensure that the data extension is in the Shared Data Extensions folder and the query includes the ENT. prefix (A). This setup allows shared data extensions to be accessible across different business units.

References:

Salesforce Marketing Cloud Shared Data Extensions  
Query Activities with Shared Data Extensions

#### NEW QUESTION # 64

A developer needs to find all subscribers on the Customers data extension who made a purchase in the last 30 days. Purchase data is on the Orders data extension which contains a column called 'PurchaseDate'. Contacts are identified in both data extensions by a column called 'ContactKey', and the Orders data extension can contain many instances of the same subscriber. Which SQL keyword should the developer use to achieve the desired result?

- A. ORDER BY PurchaseDate ASC
- B. OUTER JOIN
- **C. INNER JOIN**

**Answer: C**

Explanation:

To find all subscribers who made a purchase in the last 30 days, an INNER JOIN should be used to join the Customers data extension with the Orders data extension on the ContactKey. This ensures that only subscribers with matching records in both data extensions are retrieved.

\* SQL Query Example:

```
SELECT c.ContactKey FROM Customers c INNER JOIN Orders o ON c.ContactKey = o.ContactKey WHERE o.PurchaseDate >= DATEADD(day, -30, GETDATE())
```

 Salesforce SQL JOINS

#### NEW QUESTION # 65

A developer is implementing a custom profile center and using the LogUnsubEvent request. Which parameter is required for the event to be tied to the appropriate send?

- A. SubscriberKey
- B. Unsub Reason
- C. ListID
- D. JobID

**Answer: D**

Explanation:

The JobID parameter is required for the LogUnsubEvent request to be tied to the appropriate send. The JobID uniquely identifies the email job that was sent, allowing the system to accurately log the unsubscribe event for that specific send.

\* JobID: This parameter ensures that the unsubscribe event is correctly associated with the email send job.

Salesforce LogUnsubEvent Documentation

#### NEW QUESTION # 66

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

**Answer: A**

Explanation:

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(Data_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

#### NEW QUESTION # 67

NTO puts the word TEST at the beginning of the name for each test email. Which query would return the subs who were sent those emails?

- A. `SELECT * FROM _Job J INNER JOIN _Sent S ON J.JobID = S.JobID WHERE J.EmailName LIKE 'TEST%'`
- B. `SELECT * FROM _Job INNER JOIN _Sent on JobID = JobID WHERE EmailName LIKE 'TEST%'`
- C. `SELECT * FROM _Job J INNER JOIN _Sent S on J.JobID = JobID = S.JobID WHERE J.EmailName = 'TEST%'`
- D. `SELECT * FROM _Job J INNER JOIN _Sent S on J.EmailName LIKE 'TEST%'`

**Answer: A**

Explanation:

To retrieve subscribers who were sent emails with names starting with "TEST," we need to join the \_Job and \_Sent system data views on the JobID field and filter by the EmailName field using a LIKE condition.

\* Join Condition: The correct join condition between \_Job and \_Sent is ON J.JobID = S.JobID. This ensures that we are linking the job and sent data correctly.

\* EmailName Filter: We use J.EmailName LIKE 'TEST%' to filter for emails whose names start with "TEST".

`SELECT * FROM _Job J INNER JOIN _Sent S ON J.JobID = S.JobID WHERE J.EmailName LIKE 'TEST%'`

Salesforce Marketing Cloud System Data Views

#### NEW QUESTION # 68

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