

# The Best Accurate MCE-Dev-201 Actual Exam Dumps Help You to Get Acquainted with Real MCE-Dev-201 Exam Simulation



BraindumpsPass provides proprietary preparation guides for the certification exam offered by the MCE-Dev-201 exam dumps. In addition to containing numerous questions similar to the MCE-Dev-201 Exam, the Salesforce Certified Marketing Cloud Engagement Developer (MCE-Dev-201) exam questions are a great way to prepare for the Salesforce MCE-Dev-201 exam dumps.

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

Topic	Details
Topic 1	<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 2	<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>
Topic 3	<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 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>• 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>

## Pass Guaranteed Quiz Fantastic Salesforce - MCE-Dev-201 Actual Exam Dumps

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### Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q133-Q138):

#### NEW QUESTION # 133

A marketer from Cloud Kicks wants to make sure no email from their welcome journey gets sent to their competitor at Rainbow Run.

Which two best practices should the developer use when setting up the Send Email Activity in the welcome journey?

Choose 2 answers

- A. Create an Exclusion Script with the Rainbow Run domain for use in the activity
- B. Create a Suppression List with all possible email addresses from Rainbow Run
- C. Create a Filter Activity in the journey that removes the Rainbow Run domain
- D. Create a data extension with the Rainbow Run domain for use with a Domain Exclusion

**Answer: A,B**

Explanation:

To ensure that emails are not sent to a competitor, the best practices are:

\* Suppression List: Create a Suppression List that includes all possible email addresses from Rainbow Run. This list will prevent these email addresses from receiving emails.

\* Exclusion Script: Create an Exclusion Script that checks the domain of the email address and excludes addresses from Rainbow Run.

Salesforce Suppression Lists

Reference: Salesforce Exclusion Scripts

#### NEW QUESTION # 134

Northern Trail Outfitters (NTO) wants to determine the best identifier for subscribers across all channels.

What should be recommended?

- A. Mobile ID
- B. Email Address
- C. Subscriber ID
- D. Contact Key

**Answer: D**

Explanation:

To determine the best identifier for subscribers across all channels, Contact Key (A) should be recommended.

The Contact Key is a unique identifier that can be used consistently across all channels, ensuring a unified view of the subscriber's interactions and data.

References:

Salesforce Marketing Cloud Contact Builder

Contact Key Overview

#### NEW QUESTION # 135

A developer wants to write a query to compile data originating from an HTML form so it can be exported in CSV format. However, the source data extension may contain line breaks within the Comments field, which makes it difficult to read and sort the resulting CSV.

Which SQL functions could be used to change each line break to a single space?

- **A. REPLACE and CHAR**
- B. FORMAT and SPACE
- C. LTRIM and RTRIM
- D. REPLICATE and NCHAR

**Answer: A**

Explanation:

To remove line breaks within the Comments field and replace them with a single space, you can use the REPLACE function in combination with the CHAR function. The CHAR(13) and CHAR(10) functions represent carriage return and line feed characters, respectively.

\* REPLACE Function: This function is used to replace occurrences of a specified string with another string.

\* CHAR Function: This function returns the character based on the ASCII code provided.

\* Example:

SELECT REPLACE(REPLACE(Comments, CHAR(13), ' '), CHAR(10), ' ') AS Comments FROM YourDataExtension  
Salesforce SQL Reference

### NEW QUESTION # 136

A developer wants to configure an automation to import files placed on the SFTP shared by a customer's data vendor. The automation will start when a file matching a specific naming pattern is encountered in the Import folder. The first step of the automation is a File Import Activity referencing a substitution string for the matching file. Which substitution string represents the name of the file?

- A. %%FILENAME\_FROM\_IMPORT%%
- **B. %%TRIGGER\_FILENAME%%**
- C. %%FILENAME\_FROM\_TRIGGER%%
- D. %%FILENAME%%

**Answer: B**

Explanation:

When configuring an automation to import files placed on the SFTP, and starting the automation based on a file matching a specific naming pattern, the substitution string that represents the name of the file is %% TRIGGER\_FILENAME%%. This substitution string is used to reference the filename of the triggering file in the File Import Activity.

References:

Salesforce Marketing Cloud Documentation on Automation Studio  
File Import Activity

### NEW QUESTION # 137

A company needs to retrieve a large number of rows from a DE via the API. Which two solutions would optimize the performance? Choose 2

- **A. Use a SimpleFilterPart to retrieve small sets of relevant data.**
- B. Use the REST API instead of the SOAP API
- **C. Use the ContinueRequest feature**
- D. Use AMPscript API functions on a CloudPage

**Answer: A,C**

Explanation:

To optimize the performance when retrieving a large number of rows from a Data Extension via the API:

\* Use a SimpleFilterPart to retrieve small sets of relevant data (A) - This approach helps in fetching only the necessary data by applying filters, thus reducing the amount of data transferred and processed.

\* Use the ContinueRequest feature (C) - This feature in the SOAP API allows for pagination of results, making it possible to handle large sets of data in manageable chunks.

References:

Salesforce Marketing Cloud API

