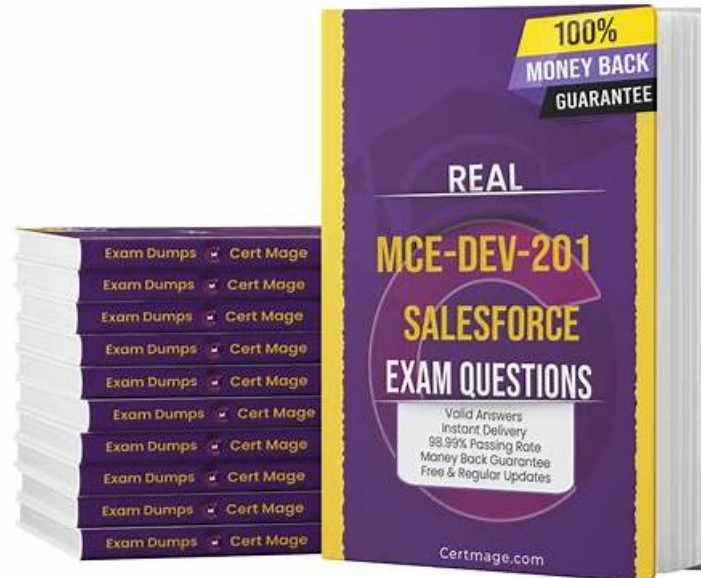


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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
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Topic 1	<ul style="list-style-type: none"> • 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.
Topic 2	<ul style="list-style-type: none"> • 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.
Topic 3	<ul style="list-style-type: none"> • 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.
Topic 4	<ul style="list-style-type: none"> • Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.
Topic 5	<ul style="list-style-type: none"> • 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.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q22-Q27):

NEW QUESTION # 22

A developer wants to create a data model in Contact Builder.

Which two applications will be able to use this newly-created data model for segmentation?

Choose 2 answers

- A. Email Studio
- B. Journey Builder
- C. Mobile Studio
- D. Automation Studio

Answer: A,B

Explanation:

The newly created data model in Contact Builder can be used for segmentation in the following applications:

* Email Studio (A) - Email Studio can use data extensions and attribute groups from Contact Builder for segmentation.

* Journey Builder (C) - Journey Builder can leverage the data model created in Contact Builder for creating targeted journeys and audience segments.

References:

Salesforce Marketing Cloud Contact Builder

Journey Builder Data Integration

NEW QUESTION # 23

A developer wants to add an image to Content Builder via the API and retrieve the image's published URL.

Which method should the developer use?

- A. POST to the REST API/asset/v1/content/assets and parse the FileProperties parameter
- B. Use the SOAP API to create a Porfoglio object and identify the Source property
- C. GET using the REST API/asset/v1/content/assets and parse the FileProperties parameter
- D. POST to the REST API/asset/v1/content/categories and parse the Description parameter

Answer: A

Explanation:

To add an image to Content Builder via the API and retrieve the image's published URL, the developer should POST to the REST API/asset/v1/content/assets and parse the FileProperties parameter (D). This method uploads the image and returns metadata, including the published URL, which can be extracted from the FileProperties.

References:

Salesforce Marketing Cloud REST API: Content Builder

Salesforce Marketing Cloud Asset API

NEW QUESTION # 24

Landing pages can use which SSJS library? 1. Core Library 2. Platform Library 3. SSJS Library

- A. Only 1 and 3
- **B. Only 1 and 2**
- C. Only 2 and 3
- D. All 1, 2 and 3
- E. None of these

Answer: B

Explanation:

In Salesforce Marketing Cloud, landing pages can use the Core Library and the Platform Library of Server-Side JavaScript (SSJS). The Core Library provides fundamental functions, while the Platform Library provides additional functionality to interact with Marketing Cloud-specific features.

* Core Library: Provides basic SSJS functionality.

* Platform Library: Extends SSJS functionality with additional methods specific to Marketing Cloud.

Salesforce SSJS Documentation

NEW QUESTION # 25

Contact Builder can be used to create a relational model of an organization's data within Marketing Cloud.

Which three factors should be taken into consideration when preparing data to be used in Contact Builder?

Choose 3 answer

- **A. Normalizing data to reduce redundancy**
- B. Verifying all data extensions have a sendable value
- C. Verifying each data extension has the required Email Address field populated
- **D. Verifying data address marketing needs**
- **E. Assigning data relationships and primary keys across all channels**

Answer: A, D, E

Explanation:

When preparing data to be used in Contact Builder, the following factors should be taken into consideration:

* Assigning data relationships and primary keys across all channels (A) - This ensures that data is linked properly and can be utilized across different marketing channels.

* Verifying data address marketing needs (B) - Ensuring that the data aligns with the marketing goals and requirements.

* Normalizing data to reduce redundancy (E) - Organizing the data to eliminate duplicate entries and improve efficiency.

References:

Salesforce Marketing Cloud Documentation on Contact Builder

Data Preparation Best Practices

NEW QUESTION # 26

Northtrn Trail Outfitters mistakenly synced the User_Salesforce object which added to their billable contact count.

What should be recommended to remove these contacts?

- A. Update the sync to remove these contacts from the All Contacts table.
- B. Use the SOAP API to delete the contacts from the All Contacts table.
- **C. Put the synced records into a sendable data extension and use Contact Delete.**
- D. Use the REST API to delete the contacts from the All Subscribers table.

Answer: C

Explanation:

