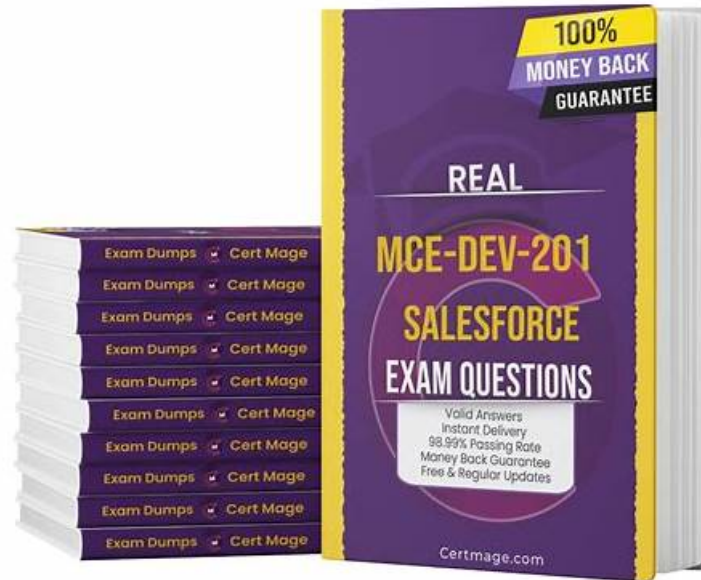


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### Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details

Topic 1	<ul style="list-style-type: none"> <li>• <b>Data Management:</b> 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>• <b>Security:</b> This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• <b>API:</b> 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 4	<ul style="list-style-type: none"> <li>• <b>Data Modeling:</b> 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 5	<ul style="list-style-type: none"> <li>• <b>Programmatic Languages:</b> 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>

## Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q176-Q181):

### NEW QUESTION # 176

Where can the SSJS Core library be used? Choose 2.

- A. Email messages
- **B. Marketing Cloud apps**
- C. SMS messages
- **D. Landing pages**

**Answer: B,D**

### NEW QUESTION # 177

A developer wants to populate a data extension with information about all emails deployed in the last seven days. The data extension needs to contain JobID, EventDate, and the counts of how many emails were sent with each JobID.

Which data view is required to gather this information?

- A. Subscribers
- **B. Sent**
- C. Job
- D. Journey

**Answer: B**

Explanation:

The Sent data view contains records of all emails that have been sent, including details such as JobID, EventDate, and other relevant information. To gather the required information about emails deployed in the last seven days, the Sent data view should be used.

\* Query Example:

```
SELECT JobID, EventDate, COUNT(*) as SentCount FROM _Sent WHERE EventDate >= DATEADD(day, -7, GETDATE()) GROUP BY JobID, EventDate
```

Salesforce Data Views

### NEW QUESTION # 178

A developer needs to import a file nightly that will be used for multiple SQL Query Activities. The file could arrive any time between 2 a.m. and 5 a.m., and one of the requirements is that there is a unique file name for each import, rather than overwriting the file on

the FTP site.

Which action should be configured?

- A. Dynamic File Import
- **B. File Drop Automation**
- C. Scheduled Automation

**Answer: B**

Explanation:

A File Drop Automation should be configured to handle files that arrive at varying times and have unique filenames. This type of automation triggers when a file is dropped into a specific folder on the Enhanced FTP site, allowing the system to handle imports as soon as the file arrives.

Salesforce File Drop Automations

#### NEW QUESTION # 179

A developer wants to create a Synchronized Data Extension containing Lead data from Sales Cloud. They only want to include record which contain a phone number. Each of the following field contains this information per these rules: -Phone is not blank (Data Type = Phone) -PhoneExist is true (Data Type = Boolean) -ValidPhone is 'true' (Data Type = Formula(Boolean)) -ContactType equals 'Phone' (Data Type = Text). Which field could be used to select a subset of records in the synchronization configuration?

- **A. ValidPhone**
- B. Phone
- C. PhoneExists
- D. ContactType

**Answer: A**

Explanation:

To select a subset of records that contain a phone number, the field that ensures the phone number is valid and non-blank should be used.

\* ValidPhone Field: The ValidPhone field is a formula field that evaluates to 'true' if the phone number is valid. This ensures that only records with a valid phone number are included in the synchronization.

Salesforce Data Synchronization

#### NEW QUESTION # 180

A developer wants to include a comment within an AMPscript code block for the benefit of other developers who will be reviewing the code.

Which syntax should the developer use?

- A. <!-- This is a comment
- B. // This is a comment
- C. -- This is a comment
- **D. /\* This is a comment \*/**

**Answer: D**

Explanation:

In AMPscript, comments can be added within a code block using the /\* comment \*/ syntax. This allows developers to include notes or explanations without affecting the execution of the script.

\* Example:

ampscript

Copy code

```
%%[ /* This is a comment */ SET @var = "value" ]%%
```

Salesforce AMPscript Syntax Guide

#### NEW QUESTION # 181

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