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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details

Topic 1	<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 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"> 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.
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"> 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.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q183-Q188):

NEW QUESTION # 183

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

Answer: D

Explanation:

To remove contacts mistakenly synced from the User_Salesforce object, the recommended approach is to put the synced records into a sendable data extension and use Contact Delete (C). This method allows for the systematic deletion of these contacts from the All Contacts table without affecting other data.

References:

[Salesforce Marketing Cloud Contact Delete](#)

[Managing Contacts in Marketing Cloud](#)

NEW QUESTION # 184

A developer created a landing page in CloudPages which return unique content when subscriber data is located on a related data extension. The developer does not know if all subscribers have rows in the related data extension, and want default content to render if no subscriber data is found on the related data extension.

Which best practice should the developer follow to control the unique and default content?

- A. Use the RowCount function and an IF statement**
- B. Use the LookupOrderRows and Row functions
- C. Use the DataExtensionRowCount function
- D. Use the Lookup, Row and Field functions

Answer: A

Explanation:

To control the rendering of unique and default content based on the presence of subscriber data in a related data extension, the best practice is to use the RowCount function and an IF statement:

```
%%[ VAR @rowCount SET @rowCount = RowCount(LookupRows("RelatedDataExtension",
```

"SubscriberKey", _subscriberKey)) IF @rowCount > 0 /* Render unique content */ ELSE /* Render default content */ ENDIF]% This approach checks if there are any rows in the related data extension for the subscriber and conditionally renders the appropriate content.

References:

AMPscript Guide

Salesforce Marketing Cloud Documentation

NEW QUESTION # 185

Certification Aid sends an email to a newly imported List with Subscribers who have no associated Subscriber Key. Which value will become the Contact Key? Choose 1.

- A. Email address
- B. Unique random number
- C. Subscriber ID
- D. ContactID

Answer: A

Explanation:

When an email is sent to a list where subscribers have no associated Subscriber Key, Marketing Cloud will use the Email Address as the Contact Key by default. This ensures that each subscriber can still be uniquely identified even if they do not have a predefined Subscriber Key.

Salesforce Subscriber Key Concepts

NEW QUESTION # 186

A developer wants to populate a data extension with the date of the most recent click for each subscriber.

Which query would accomplish this?

- A. SELECT c.SubscriberKey, MIN (c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey
- B. SELECT c.SubscriberKey, c.eventDate FROM _Click c WHERE c.IsUnique = 1
- C. **SELECT c.SubscriberKey, MAX(c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey**
- D. SELECT TOP 1 c.SubscriberKey, c.eventDate FROM _Click c ORDER BY c.eventDate DESC

Answer: C

Explanation:

To populate a data extension with the date of the most recent click for each subscriber, the developer should use the following SQL query:

SELECT c.SubscriberKey, MAX(c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey This query selects the SubscriberKey and the maximum eventDate for each subscriber from the _Click Data View, ensuring that the most recent click date is retrieved.

References:

Salesforce Marketing Cloud Data Views

SQL MAX Function

NEW QUESTION # 187

A developer wants to retrieve daily JSON data from a customer's API and write it to a data extension for consumption in Marketing Cloud at a later time.

What set of Server-Side JavaScript activities should the developer use?

- A. Platform.Function.HTTPGet(); Platform.Function.Stringify(); Platform.Response.Write();
- B. **Platform.Function.InvokeRetrieve(); Platform.Function.Stringify(); Platform.FunctionUpsertDE();**
- C. Platform.Function.HTTPGet(); Platform.Function.ParseJSON(); Platform.Function.UpsertData();
- D. Platform.Function.InvokeRetrieve(); Platform.Function.ParseJSON(); Platform.Function.UpsertData();

Answer: B

Explanation:

To retrieve daily JSON data from a customer's API and write it to a data extension, the developer should use the following set of Server-Side JavaScript activities:

- * Platform.Function.HTTPGet(); - To make the HTTP GET request to the customer's API and retrieve the JSON data.
- * Platform.Function.ParseJSON(); - To parse the retrieved JSON data.
- * Platform.FunctionUpsertData(); - To upsert the parsed data into a data extension.

Example code snippet:

```
var response = Platform.Function.HTTPGet("https://api.customer.com/data"); var jsonData = Platform.Function.ParseJSON(response); Platform.Function.UpsertData("DataExtensionName", ["PrimaryKeyField"], jsonData);
```

References:

Salesforce Marketing Cloud SSJS HTTP Functions

Salesforce Marketing Cloud SSJS Data Functions

NEW QUESTION # 188

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