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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.
Topic 3	• 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 4	• 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 5	• 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 (Q73-Q78):

NEW QUESTION # 73

A sendable data extension with a text field named 'Balance' contains the value \$6.96 for a particular record.

The following AMPscript statement is included in an email:

IF (Balance > 6.00) THEN

SET @Result = 'Balance is more than \$6.00

ENDIF

Why would this IF statement yield unintended results?

- A. Double quotes should be used instead of single quotes.
- **B. The operands are not the same data type.**
- C. The comparison should use the < operator.
- D. Balance is a protected keyword.

Answer: B

Explanation:

The Balance field is a text field and contains the value "\$6.96", which is a string. The IF statement is comparing a string with a numeric value (6.00). Since the operands are not of the same data type, this can yield unintended results. To correctly compare the balance, the string should be converted to a numeric value.

* Example:

```
%%[ SET @Balance = "6.96" /* Simulating text field value */ IF (Value(@Balance) > 6.00) THEN SET
```

```
@Result = 'Balance is more than $6.00' ENDIF ]%%
```

Salesforce AMPscript Data Types and Conversion

NEW QUESTION # 74

A developer wants CloudPages to work with a REST API returning data in JavaScript Object Notation. The developer wants to efficiently ingest the data and write it to a data extension.

Which function should be used?

- A. AMPscript function BuildRowsetFromString
- **B. Server-Side JavaScript function ParseJSON**
- C. Server-Side JavaScript function Stringify

- D. AMPscript function BuildRowsetFromXML

Answer: B

Explanation:

When working with a REST API that returns data in JavaScript Object Notation (JSON) and needing to efficiently ingest the data and write it to a data extension, the developer should use the Server-Side JavaScript function ParseJSON. This function parses a JSON string and converts it into a JavaScript object, which can then be manipulated and written to a data extension.

References:

Salesforce Marketing Cloud Server-Side JavaScript Guide
SSJS ParseJSON Function

NEW QUESTION # 75

A developer needs to push real-time updates of the company's product catalog to a data extension. Which two API options are available? Choose 2 answers

- A. Use the DataExtension SOAP object
- B. Upload a file to the Enhanced SFTP for import
- C. Use the /hub/v1/aataevents REST route
- D. Use the DataExtensionObject SOAP object

Answer: A,D

Explanation:

For pushing real-time updates to a data extension, the following API options are available:

* Use the DataExtensionObject SOAP object (A) - This object allows you to perform various operations such as insert, update, and delete on data extensions through SOAP API calls.

* Use the DataExtension SOAP object (C) - Similar to DataExtensionObject, this object provides capabilities to manage data extensions and their records via SOAP API.

These APIs allow for real-time interaction with data extensions, making them suitable for updating the product catalog.

References:

Salesforce Marketing Cloud SOAP API Developer Guide
Data Extension Objects in SOAP API

NEW QUESTION # 76

A developer uses the messageDefinitionSends REST API endpoint to send a triggered send email. This method returns a 202 (success) response code. How could the developer validate if the email was successfully sent?

- A. The 202 response code indicates the message was sent successfully; no further action is required.
- B. Confirm the record was successfully inserted into the associated Triggered Send Data Extension.
- C. Use the validateEmail REST resource with POST method to obtain the email delivery details from the request.
- D. Use the messageDefinitionSend/key(key)/deliveryRecords REST endpoint with GET method

Answer: D

Explanation:

After using the messageDefinitionSends REST API endpoint to send a triggered send email, and receiving a 202 (success) response code, the developer can validate if the email was successfully sent by using the messageDefinitionSend/key:(key)/deliveryRecords REST endpoint with the GET method. This endpoint provides delivery records and allows verification of the email's delivery status.

References:

Salesforce Marketing Cloud REST API Reference
Triggered Send Email Validation

NEW QUESTION # 77

A developer is configuring a File Drop Automation and wants to use a Filename Pattern to allow for timestamps on the file. The file name will always start with the month and day (e.g. MAY15) the file is dropped onto the SFTP site. Which two configurations should be used for the automation to successfully start? Choose 2 answers

- A. %Month%%Day%
- B. Ends With operator
- C. Begins With operator
- D. %MMMMdd%

Answer: A,C

Explanation:

To configure a File Drop Automation with a filename pattern that allows for timestamps and starts with the month and day, the developer should use:

* Begins With operator (D) - This ensures that the automation triggers when the file name begins with the specified pattern.

* %%%Month%%Day%% (C) - This is the correct syntax to match the month and day in the file name.

For example, if the file name is "MAY15", the pattern will be %%%MMMM%%dd.

References:

Salesforce Marketing Cloud File Drop Automations

Automation Studio Filename Patterns

NEW QUESTION # 78

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