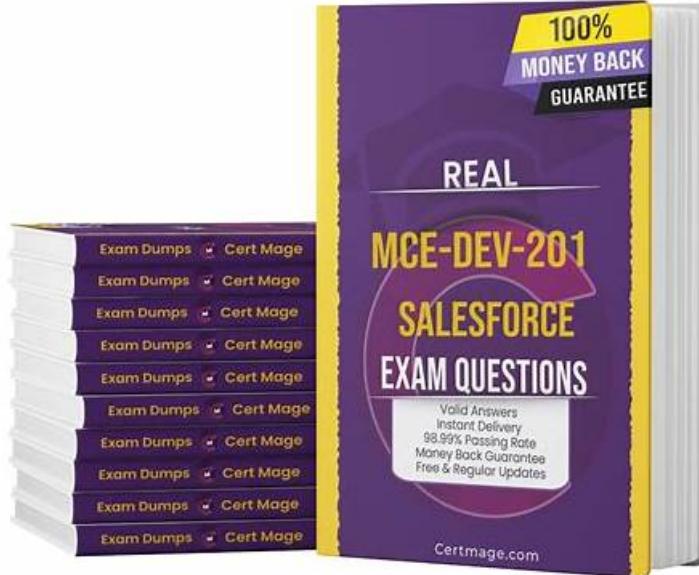# MCE-Dev-201 Latest Real Test & Salesforce MCE-Dev-201 Pdf Braindumps: Salesforce Certified Marketing Cloud Engagement Developer Exam Pass Once Try

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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• 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	• 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 5	• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q168-Q173):

NEW QUESTION # 168
A developer wants to retrieve all records in the OrderDetails data extension which are associated with a particular customer.
Which two AMPscript functions would return a suitable rowset?
Choose 2 answers

- A. Row
- B. LookupRows
- C. LookupOrderedRows
- D. Lookup

Answer: B,C

Explanation:
To retrieve multiple records associated with a particular customer from the OrderDetails data extension, the LookupRows and LookupOrderedRows functions are suitable. These functions return a rowset containing the records that match the specified criteria.
* LookupRows: Retrieves a rowset of records based on specified criteria.
* Example:
ampscript
Copy code
SET @rows = LookupRows('OrderDetails', 'CustomerID', @customerID)
* LookupOrderedRows: Retrieves a rowset of records based on specified criteria and allows for sorting.
* Example:
SET @rows = LookupOrderedRows('OrderDetails', 0, 'OrderDate DESC', 'CustomerID', @customerID) Salesforce AMPscript
LookupRows Reference: Salesforce AMPscript LookupOrderedRows

NEW QUESTION # 169
Northern Trail Outfitters uses a number to uniquely identify contacts across different marketing channels.
Which two actions should the developer take to ensure the contacts relate across channels in Marketing Cloud when working with the data model?
Choose 2 answers

- A. store the numeric unique identifier value as a Text data type In data extensions.

- B. Create Attribute Groups linking the unique identifier to the Contact for each channel.
- C. Link the numeric field value to the Contact IDin Attribute Groups in Contact Builder.
- D. Use a unique identifier spec fie to each channel and automatically connect then-..

Answer: B,C

Explanation:
To ensure that contacts relate across different channels in Marketing Cloud, you need to link the unique identifier used across channels to the Contact ID in Contact Builder. This involves creating Attribute Groups and establishing the relationships between the unique identifier and the Contact ID.
* Link the Numeric Field Value: By linking the numeric unique identifier to the Contact ID in Attribute Groups, you ensure that each contact is uniquely identified across channels.
* Create Attribute Groups: Attribute Groups in Contact Builder allow you to map the relationships between different data sources and the Contact object, ensuring that the unique identifier is connected correctly for each channel.
Salesforce Contact Builder Documentation

NEW QUESTION # 170
A developer wants to expand thefunctionality of existing code which was written in AMPscript, but prefers to use Server-Side JavaScript (SSJS) for updates.
Which SSJS statement will retrieve the value of the AMPscript variable named subKey?

- A. Variable.SetValue("subKey", "Value");
- B. Var.Get("subKey");
- C. Variable.GetTValue ("@subKey") ;
- D. Var.Retrieve("@subKey");

Answer: B

Explanation:
To retrieve the value of the AMPscript variable named subKey in Server-Side JavaScript (SSJS), the following statement should be used:
Var.Get("subKey");
This statement retrieves the value of the specified AMPscript variable within SSJS.
References:
Salesforce Marketing Cloud SSJS Guide
AMPscript and SSJS Integration

NEW QUESTION # 171
Which aspect should a developer consider before creating an Server-to-Server Installed Package and associated API Integration i* Marketing Cloud?

- A. Scope (Permissions) must be specifically granted when creating an API Integration component inside an Installed Package.
- B. Scope (Permissions) will be granted based on the User who is creating the Installed Package.
- C. Using an Installed Package, APIs will have access to resources in all Business Units.

Answer: A

Explanation:
When creating a Server-to-Server Installed Package and associated API Integration in Marketing Cloud, it is essential to grant specific scopes (permissions) to the API Integration component. This ensures that the integration has the necessary access to perform its tasks without granting unnecessary permissions.
Salesforce Installed Packages and API Integrations

NEW QUESTION # 172
A developerwants 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.HTTPGe(); Platform.Function.Stringify(); Platform.Response.Write();
- B. Platform.Function.InvokeRetrieve(); Platform.Function.ParseJSON(); Platform.Function.UpsertData();
- C. Platform.Function.HTTPGet(); Platform.Function.ParseJSON(); Platform.Function.UpsertData();
- D. Platform.Function.InvokeRetrievef); Platform.Function.Stringify(); Platform.Function.UpsertDE();

Answer: D

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.Function.UpsertData(); - 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 # 173
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