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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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">• 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.

- 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.

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q41-Q46):

NEW QUESTION # 41

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. `%%MMMMdd%%`
- C. Ends With operator
- D. Begins With operator

Answer: A,D

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 # 42

NTO uses data extensions to manage the subscriber information used for their email sends, and those sends includes calls to update records with new or different subscriber information. The developer handling these records writes some AMPscript to check and see if the data extension containing those records updated using an InsertDE() call if the record doesn't yet exist. Why would the developer receive an error stating the application cannot insert a duplicate value for the primary key in the data extension?

- A. The InsertDE function cannot be used with name and value pairs
- B. The InsertDE function cannot be used at send time
- C. The InsertDE function will always insert two rows into a data extension as part of the call
- D. The InsertDE function comes after the system added the row as part of the email send

Answer: B

Explanation:

The error stating that the application cannot insert a duplicate value for the primary key in the data extension occurs because the InsertDE function cannot be used at send time. The InsertDE function is designed to insert records into a data extension, but it cannot handle the transactional nature of email sends where records might be added simultaneously.

References:

NEW QUESTION # 43

A developer wants to create a Send LogData Extension to increase efficiency with tracking email sends. Which two best practices should the developer remember when configuring the Send Log Data Extension? Choose 2 answers

- A. Limit custom fields in the data extension to 10 or fewer.
- B. Maximize the field size to accommodate all incoming data.
- C. Use Data Retention to limit the amount of data captured.
- D. Create a number of fields equal to the fields in the source data extension.

Answer: A,C

Explanation:

When configuring a Send Log Data Extension, it is crucial to follow best practices to ensure efficient tracking and data management.

* Use Data Retention: Implementing data retention policies helps manage the volume of data stored in the send log, improving performance and reducing storage costs.

* Limit Custom Fields: Limiting the number of custom fields to 10 or fewer helps maintain the efficiency and performance of the data extension.

Salesforce Send Log Data Extension

NEW QUESTION # 44

A developer is building a landing page in Marketing Cloud and an email with a Call-To page will display personal information about the subscriber.

In which way could the developer create the CTA link?

- A. Append EmailAddress to the URL as an encoded parameter.
- B. Append SubscriberKey to the URL as an encoded parameter.
- C. Use the AMPscript CloudPagesURLfunction.

Answer: C

Explanation:

To create a Call-To-Action (CTA) link in an email that will display personal information about the subscriber on a landing page, the developer should use the AMPscript CloudPagesURL function (A). This function generates a URL for a CloudPage and can include parameters such as SubscriberKey or EmailAddress, which will be passed to the landing page securely.

Example usage:

```
rectTo(@url=%%)>View Your Information</a>
```

This ensures that the SubscriberKey is securely passed to the CloudPage without exposing it directly in the URL.

References:

Salesforce Marketing Cloud AMPscript Guide: CloudPagesURL

Salesforce Marketing Cloud Documentation

NEW QUESTION # 45

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

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

Answer: C

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 # 46

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