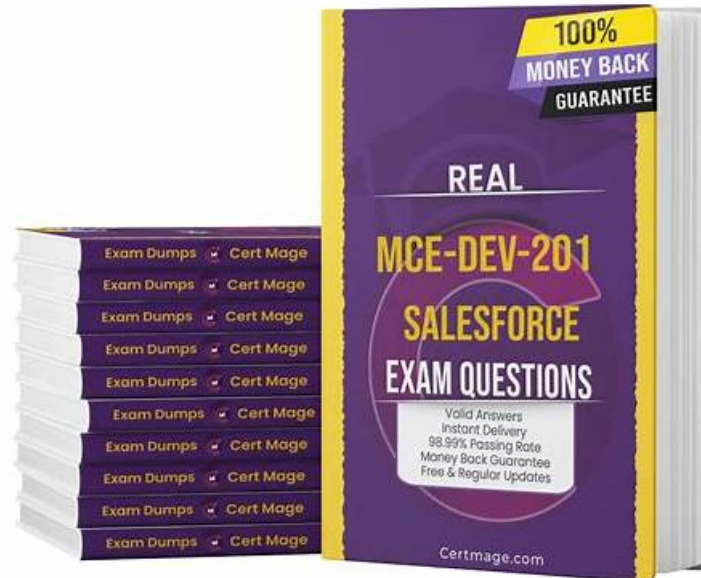


Cost Effective Salesforce MCE-Dev-201 Dumps, MCE-Dev-201 Exam Experience



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

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q142-Q147):

NEW QUESTION # 142

A developer needs to use the 'contacts/' route of the REST API to update records in a data extension. What should the developer verify before making the API call?

- A. Journey Builder should be configured to use the data extension.
- B. Each contact should already exist in All Subscribers.
- C. Contact Key should be equal to Subscriber Key in the underlying data extensions to ensure proper joining.
- **D. The data extension should be linked in an AttributeGroup in Contact Builder.**

Answer: D

Explanation:

Before using the 'contacts/' route of the REST API to update records in a data extension, the developer should verify that the data extension should be linked in an AttributeGroup in Contact Builder (D). This ensures that the data extension is part of the contact model and can be accessed and updated using the REST API.

References:

Salesforce Marketing Cloud REST API

Contact Builder and Attribute Groups

Questions no: 153 Verified answer: D Comprehensive Detailed Step by Step Explanation with References: To ensure a blank email will not be sent when creating a complex dynamic email with multiple sections and content blocks, the developer should confirm every version has default content (D). This practice ensures that if any dynamic content fails to load or meet the conditions, the default content will be displayed, preventing a blank email from being sent.

References:

Salesforce Marketing Cloud AMPscript Guide

Salesforce Marketing Cloud Dynamic Content Best Practices

Questions no: 154 Verified answer: D Comprehensive Detailed Step by Step Explanation with References:

When using the REST API to send emails to customers after a purchase, the developer should make a token API call and re-use the token until the token expires (D). This approach optimizes API usage by reducing the number of token requests, ensuring that the token is reused until it naturally expires, after which a new token can be requested.

References:

Salesforce Marketing Cloud API Authentication

Token Management Best Practices

Top of Form

NEW QUESTION # 143

In what order is AMPscript evaluated before an email is sent?

- A. HTML Body, Text Body, Text Body
- B. HTML Body, Text Body, Subject Line
- C. Text Body, HTML Body, Subject Line
- **D. Subject Line, HTML Body, Text Body**

Answer: D

Explanation:

AMPscript is evaluated in the following order before an email is sent:

* Subject Line: Evaluates AMPscript in the subject line first.

* HTML Body: Evaluates AMPscript within the HTML body of the email.

* Text Body: Evaluates AMPscript within the text body of the email.

This order ensures that any dynamic content or personalization logic is correctly applied in all parts of the email.

Salesforce AMPscript Evaluation Order

NEW QUESTION # 144

A developer is troubleshooting the cause of incomplete results in the link tracking data for an email send.

How should the RedirectTo AMPscript function be described as it relates to link tracking?

- A. It ensures static link href values are recorded in tracking
- B. It ensures link href values containing AMPscript variables are recorded in tracking
- C. It ensures link href values containing HTML bookmarks or anchors are recorded in tracking
- D. It prevents link href values from getting recorded in tracking

Answer: D

Explanation:

The RedirectTo AMPscript function prevents link href values from getting recorded in tracking (C). When RedirectTo is used, it bypasses the standard link wrapping and tracking process, causing the link click not to be captured in the tracking data.

References:

Salesforce Marketing Cloud AMPscript Guide

Link Tracking in Marketing Cloud

NEW QUESTION # 145

How many month of data can a developer query from the tracking data views (_Sent, _Open, _Click)?

- A. There is no limit
- B. Six Months
- C. 12 Months
- D. One Month

Answer: B

Explanation:

The tracking data views in Salesforce Marketing Cloud, such as _Sent, _Open, and _Click, store data for a limited period.

* Data Retention Period: Salesforce Marketing Cloud retains tracking data for up to six months in the data views. This means that developers can query up to six months of tracking data using these views.

Salesforce Marketing Cloud Data Views

NEW QUESTION # 146

A developer wants to implement a newsletter registration form on NTO's website. Prior to form submission, an email address provided by the visitor should be validated. Which option could be used to support this scenario?

- A. SOAP API, Perform method with ValidationAction object
- B. REST API, /messaging/v1/domainverification route
- C. SOAP API, Describe method with EmailAddress object
- D. REST API, /address/v1/validateEmail route

Answer: D

Explanation:

To validate an email address prior to form submission, the REST API endpoint /address/v1/validateEmail can be used. This endpoint allows you to check if the email address is formatted correctly and potentially validate it against known email address patterns.

Salesforce REST API for Email Validation

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