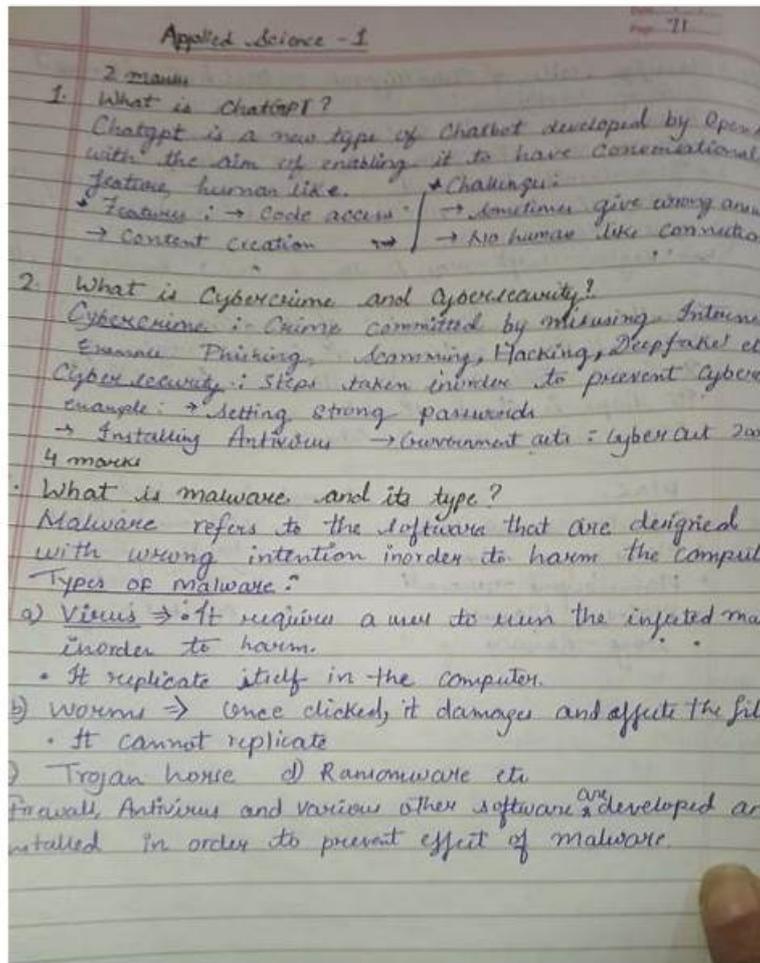


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>> New MCE-Dev-201 Exam Pattern <<

100% Pass Quiz 2026 Salesforce Marvelous MCE-Dev-201: New Salesforce Certified Marketing Cloud Engagement Developer Exam Pattern

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treading the same old path following a beaten track.

Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 4	<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.
Topic 5	<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.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q107-Q112):

NEW QUESTION # 107

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

Answer: B

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 # 108

Certification Aid wants to create a file drop automation with a filename pattern. An import file is placed daily on the Marketing Cloud Enhanced FTP server, and the file name always starts with the current month and day (e.g. OCT26). How should the filename pattern be defined? Choose 2.

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

Answer: B,D

Explanation:

To define a filename pattern that matches files starting with the current month and day, you can use the %%MMDD%% pattern and the "Begins With" operator.

* %%MMDD%% Pattern: This pattern represents the month and day in a two-digit format.

* Begins With Operator: This operator ensures that the automation matches filenames that start with the specified pattern.
Salesforce File Drop Automations

NEW QUESTION # 109

A developer wants to inject a Contact into a journey using API. What method and route would be used to accomplish this?

- A. Post/v1/hub/datevents/key:[key] /rows / {primaryKeys
- **B. Post/ interaction/ v1/events**
- C. Post/interaction/v1/interactions
- D. Post / contacts/v1/contacts

Answer: B

Explanation:

To inject a contact into a journey using the API, you use the POST /interaction/v1/events route. This endpoint allows you to inject events into Journey Builder, effectively adding contacts to the journey based on the event definition.
Salesforce Journey Builder API

NEW QUESTION # 110

A developer wants to populate a data extension with information about all emails deployed in the last seven days. The data extension needs to contain JobID, EventDate, and the counts of how many emails were sent with each JobID.

Which data view is required to gather this information?

- **A. Sent**
- B. Job
- C. Subscribers
- D. Journey

Answer: A

Explanation:

The Sent data view contains records of all emails that have been sent, including details such as JobID, EventDate, and other relevant information. To gather the required information about emails deployed in the last seven days, the Sent data view should be used.

* Query Example:

```
SELECT JobID, EventDate, COUNT(*) as SentCount FROM _Sent WHERE EventDate >= DATEADD(day, -7, GETDATE()) GROUP BY JobID, EventDate
```

Salesforce Data Views

NEW QUESTION # 111

Certification Aid wants to automate the import of zipped files into a Data Extension. The zip files are placed on the Marketing Cloud Enhanced FTP server every night. Which activity is needed before those files can be imported? Choose 1.

- A. File Import activity
- B. Data Extension Import activity
- **C. File Transfer activity**
- D. Data Extract activity

Answer: C

Explanation:

Before importing zipped files into a Data Extension, a File Transfer activity is needed to unzip the files on the Marketing Cloud Enhanced FTP server. This activity moves and decompresses the files to make them available for import.

* File Transfer Activity: This activity is used to move files from one location to another and to unzip compressed files.

Salesforce File Transfer Activity

