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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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">• 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 5	<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.

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q131-Q136):

NEW QUESTION # 131

Which action could the RaiseError AMPscript function be configured to perform?

- **A. Log the source of the error**
- B. Update the subscriber's status
- C. Delete the subscriber record

Answer: A

Explanation:

The RaiseError AMPscript function can be configured to log the source of the error (C). This functionality is useful for error handling and debugging, allowing administrators to identify the cause of an issue and take appropriate action.

References:

Salesforce Marketing Cloud AMPscript Guide: RaiseError

NEW QUESTION # 132

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. Link the numeric field value to the Contact ID in Attribute Groups in Contact Builder.**
- B. Use a unique identifier spec file to each channel and automatically connect them..
- C. store the numeric unique identifier value as a Text data type in data extensions.
- **D. Create Attribute Groups linking the unique identifier to the Contact for each channel.**

Answer: A,D

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 # 133

A developer wants to personalize a welcome email with the recipient's first name from the Customers data extension, which is different from the targeted sending data extension named NewSubscribers. Both data extensions contain the unique identifier in a field named CustomerKey. Which AMPscript Syntax would populate the first name personalization as requested?

- A. %%=Lookup('Customers', 'FirstName', 'ContactID', CustomerKey)=%%
- **B. %%=Lookup('Customers', 'FirstName', 'CustomerKey', CustomerKey)=%%**
- C. %%=Lookup('Customers', 'FirstName', 'CustomerKey', 'CustomerKey')=%%
- D. %%=Lookup('NewSubscribers', 'FirstName', 'ContactID', CustomerKey)=%%

Answer: B

Explanation:

To personalize the welcome email with the recipient's first name from the Customers data extension, you use the Lookup function to

retrieve the FirstName field based on the CustomerKey field.

* Lookup Function: The Lookup function retrieves a value from a specified data extension.

* Syntax:

%%=Lookup('Customers', 'FirstName', 'CustomerKey', CustomerKey)=%%

* 'Customers' is the name of the data extension from which to retrieve data.

* 'FirstName' is the field to retrieve.

* 'CustomerKey' is the field to match on.

* CustomerKey is the value to match in the 'CustomerKey' field of the 'Customers' data extension.

Salesforce AMPscript Lookup Function

NEW QUESTION # 134

Northern Trails Outfitters is using REST API to send emails to customers after a purchase.

Which considerations should be taken regarding the token used in the API Call?

- A. Make a token API call and re-use the token until the token expires.
- B. Make a token API call and re-use the token until the next API call fails.
- C. Make a token API call before each triggered send API call.
- D. Make a token API call and re-use the token for that subscriber.

Answer: A

Explanation:

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

NEW QUESTION # 135

NTO wants use Personally Identifiable Information (PII) data to personalize email communications, but does not want to store PII data in Marketing Cloud. Which feature could they use to personalize emails from an external data source?

- A. External Objects
- B. Tokenized Sending
- C. Single Sign-On
- D. Salesforce Shield

Answer: B

NEW QUESTION # 136

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