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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	• 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	• 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 4	• 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 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 (Q174-Q179):

NEW QUESTION # 174
A developer, who is new to Marketing Cloud, needs to design a landing page for a new customer. They choose to use Server-Side JavaScript (SSJS) due to their extensive knowledge of JavaScript from previous projects.
Which two features would the developer be able to leverage in their Server-Side code? Choose 2 answers

- A. Wrapping of AMPscript inSSJS code
- B. Include Try/Catch blocks within the code
- C. Direct modification of the DOM
- D. External Libraries to extend functionality

Answer: A,B

Explanation:
When using Server-Side JavaScript (SSJS) in Salesforce Marketing Cloud, the developer can leverage the following features:
* Wrapping of AMPscript in SSJS code (A) - SSJS can include AMPscript within its code, allowing for dynamic content generation and manipulation.
* Include Try/Catch blocks within the code (D) - SSJS supports the use of Try/Catch blocks to handle errors and exceptions in the script, providing better control over error management.
References:
Salesforce Marketing Cloud Server-Side JavaScript Guide
AMPscript and SSJS Integration

NEW QUESTION # 175
A developer built a complex dynamic email with many data variants. Rather than create test data manually, they want to use a subset of live data to validate the dynamic aspects of the email.
Which SQL function should be used to collect a representative sample from a larger data set?

- A. OVER
- B. HAVING
- C. NTILE

Answer: C

Explanation:
To collect a representative sample from a larger data set, the developer should use the NTILE (C) SQL function. The NTILE function is used to distribute rows into a specified number of approximately equal-sized buckets or tiles, which can be useful for sampling purposes.
Example usage:
SELECT * FROM (SELECT *, NTILE(10) OVER (ORDER BY SomeField) AS TileNumber FROM LargeDataSet) AS
Sample WHERE TileNumber = 1 This query divides the dataset into 10 tiles and selects rows from the first tile, effectively providing

a sample.
References:
Salesforce Marketing Cloud SQL Reference
SQL NTILE Function

NEW QUESTION # 176
When do synchronous REST API calls to Marketing Cloudtime out? Choose 2.

- A. 120 seconds for non-tracking operations.
- B. 240 seconds for tracking and data retrieve operations.
- C. 300 seconds for tracking and data retrieve operations.
- D. 240 seconds for non-tracking operations.

Answer: A,C

Explanation:
Synchronous REST API calls to Marketing Cloud have different timeout limits based on the type of operation:
* 300 seconds for tracking and data retrieve operations: These operations involve more extensive data processing, hence the higher timeout limit.
* 120 seconds for non-tracking operations: Standard non-tracking API calls have a shorter timeout limit.
Salesforce Marketing Cloud API Timeout Limits

NEW QUESTION # 177
NTO uses an external CRM which only exports encrypted files. NTO's marketing manager teamwants to use some of the subscriber data found in the CRM for future marketing sends. Which three actions should be included in an automation given these requirements? Choose 3

- A. File transfer activity to the Import directory for decryption
- B. Import definition to the necessary data extension
- C. File drop to the SFTP Root directory
- D. File drop to the SFTP Import directory
- E. File transfer activity to the Safehouse for decryption

Answer: B,D,E

Explanation:
To automate the process of importing encrypted files from an external CRM, the following actions should be included:
* File drop to the SFTP Import directory: Place the encrypted files in the SFTP Import directory to trigger the automation.
* File transfer activity to the Safehouse for decryption: Move the encrypted files to the Safehouse for decryption, ensuring the data is securely handled.
* Import definition to the necessary data extension: After decryption, import the data into the relevant Data Extension for use in marketing sends.
Salesforce File Drop Automations
Salesforce File Transfer Activity
Salesforce Import Activity

NEW QUESTION # 178
A developer is creating a custom preference center and wants to log unsubscribeevents from the CloudPage.
Which set of parameters should be captured and provided to the LongUnsubEvent Execute Call to ensure accurate unsubscribe information?

- A. SubscriberID and BatchID
- B. EmailAddress and JobID
- C. SubscriberKey and BatchID
- D. SubscriberKey and JobID

Answer: D

Explanation:
When logging unsubscribe events from a CloudPage using the LogUnsubEvent Execute Call, it's crucial to capture and provide both the SubscriberKey and the JobID. The SubscriberKey uniquely identifies the subscriber, while the JobID identifies the specific email job from which the subscriber is unsubscribing.
* SubscriberKey: Identifies the subscriber in the Marketing Cloud.
* JobID: Identifies the email job that triggered the unsubscribe event.
Salesforce LogUnsubEvent Documentation

NEW QUESTION # 179
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