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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 4	<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 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 (Q49-Q54):

NEW QUESTION # 49

Northern Trails Outfitters (NTO) developers want to use the Transactional Messaging API to send email receipts to customers. What is the first step required to send using the API?

- A. POST to /messaging/v1/email/messages/ with clientjd
- B. POST to /messaging/v1 with clientjd and client_secret
- C. Request a token using the v1/requestToken endpoint
- **D. Request a token using the v2/authorize endpoint**

Answer: D

Explanation:

The first step in using the Transactional Messaging API to send emails is to authenticate and obtain an access token. This is done by making a POST request to the /v2/authorize endpoint with the client credentials.

Salesforce Transactional Messaging API Authentication

NEW QUESTION # 50

Clock Kicks would like to encrypt and store form data submitted from a CloudPage in a data extension using AMPscript. Which three encryption options could be used when creating a new key in Key Management?

Choose 3

- A. Salt
- **B. Asymmetric**
- **C. RSA**
- D. SAML
- **E. Symmetric**

Answer: B,C,E

Explanation:

Salesforce Marketing Cloud offers various encryption options when creating a new key in Key Management.

The three encryption options that can be used are:

* Asymmetric (B) - Asymmetric encryption uses a pair of keys (public and private) for encryption and decryption. This method is highly secure as the private key remains confidential.

* RSA (C) - RSA is a specific type of asymmetric encryption. RSA stands for Rivest-Shamir-Adleman, and it is widely used for secure data transmission.

* Symmetric (E) - Symmetric encryption uses the same key for both encryption and decryption. It is efficient for encrypting large amounts of data.

References:

NEW QUESTION # 51

A developer wants to expand their knowledge of Query Activities. They want to identify email addresses that have bounced in the last 30 days, along with the Bounce Reason and some additional subscriber specific data; however, the SQL they have written does not return any records. Below is the SQL statement:

What updates should be made to ensure this SQL statement returns the desired results?

- A. Marketing Cloud does not allow use of GETDATE function. They should define a specific date.
- B. Marketing Cloud Data Views only hold 20 days worth of data. They should narrow scope of DateAdd function.
- **C. Marketing Cloud Bounce data view does not contain EmailAddress. They should join on SubscriberID.**
- D. Marketing Cloud does not allow DateAdd functions in QueryActivities. They should define a specific date.

Answer: C

Explanation:

The SQL statement in question does not return any records because it is joining on the EmailAddress field, which is not present in the _Bounce Data View. The correct approach is to join using the SubscriberKey (or SubscriberID). Here is the corrected SQL statement:

```
SELECT s.EmailAddress, s.SubscriberKey, b.JobID, b.EventDate, b.SMTPBounceReason FROM  
_Subscribers s JOIN _Bounce b ON s.SubscriberKey = b.SubscriberKey WHERE b.EventDate > DateAdd (DAY, -30,  
GETDATE())
```

This ensures that the join is based on the SubscriberKey, which is a common field in both data views.

References:

Salesforce Marketing Cloud Data Views

Query Activity Best Practices

NEW QUESTION # 52

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

Answer: B,D

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 # 53

Which two ways would a developer write an Exclusion Script to exclude sending an email at send time when comparing against a Boolean field in the Sendable Data Extension?

Choose 2 answers

- A. %%=Lookup ('Excluded' , SendBoo1'. _Subscribekey'. _Subscribekey) =0%%
- B. %%SendBoo1%%
- **C. %%=Lookup ('Excluded' , SendBoo1'. Subscribekey'. _Subscribekey) =0%%**

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