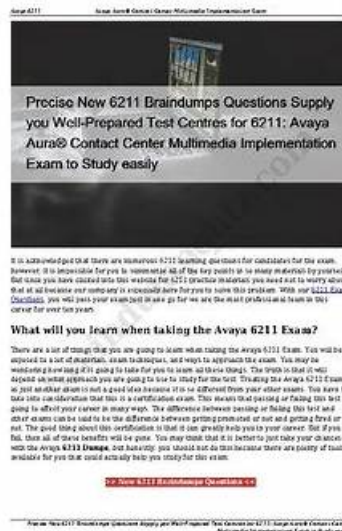


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If we waste a little bit of time, we will miss a lot of opportunities. If we miss the opportunity, we will accomplish nothing. Then, life becomes meaningless. Our MCE-Dev-201 preparation exam have taken this into account, so in order to save our customer's precious time, the experts in our company did everything they could to prepare our MCE-Dev-201 Study Materials for those who need to improve themselves quickly in a short time to pass the exam to get the MCE-Dev-201 certification.

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	• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.
Topic 3	• 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	• 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	• 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.

>> MCE-Dev-201 PDF Questions <<

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q10-Q15):

NEW QUESTION # 10

A developer wants to trigger an SMS message to a subscriber using a form published on CloudPages. How should the SMS message be triggered once the subscriber submits the form?

- A. InsertData AMPscript function to add the subscriber to a MobileConnect list
- B. Outbound SMS template and Automation Send Method
- C. requestToken and messageContact REST API objects
- D. CreateSMSConservation AMPscript function

Answer: C

Explanation:

To trigger an SMS message to a subscriber using a form published on CloudPages, the developer should use the requestToken and messageContact REST API objects (D). These objects can be used to authenticate and send the SMS message programmatically when the form is submitted.

References:

Salesforce Marketing Cloud MobileConnect API

Salesforce Marketing Cloud REST API

NEW QUESTION # 11

NTO uses data extensions to manage the subscriber information used for their email sends, and those sends includes calls to update records with new or different subscriber information. The developer handling these records writes some AMPscript to check and see if the data extension containing those records updated using an InsertDE() call if the record doesn't yet exist. Why would the developer receive an error stating the application cannot insert a duplicate value for the primary key in the data extension?

- A. The InsertDE function cannot be used with name and value pairs
- B. The InsertDE function cannot be used at send time
- C. The InsertDE function comes after the system added the row as part of the email send
- D. The InsertDE function will always insert two rows into a data extension as part of the call

Answer: B

Explanation:

The error stating that the application cannot insert a duplicate value for the primary key in the data extension occurs because the InsertDE function cannot be used at send time. The InsertDE function is designed to insert records into a data extension, but it cannot handle the transactional nature of email sends where records might be added simultaneously.

References:

NEW QUESTION # 12

A developer used LookupRowsto retrieve data when building a dynamic email.
What should be the next step before using this rowset within a FOR loop?

- A. Use RowCount to ensure the rowset contains data
- B. Set the rowset to a new array variable
- C. Close the delimited AMPscript Code Block
- D. Use Row to return a specific row of the rowset

Answer: A

Explanation:

After using LookupRows to retrieve data when building a dynamic email, the next step before using this rowset within a FOR loop is to use RowCount to ensure the rowset contains data (D). This validation ensures that there are rows to iterate over, preventing potential errors or empty iterations in the FOR loop.

Example:

```
SET @rows = LookupRows("DataExtensionName", "FieldName", "Value") SET @rowCount = RowCount (@rows) IF  
@rowCount > 0 THEN FOR @i = 1 TO @rowCount DO SET @row = Row(@rows, @i) /* process each row */ NEXT @i  
ENDIF
```

References:

Salesforce Marketing Cloud AMPscript Guide

AMPscript RowCount Function

NEW QUESTION # 13

Which of the following statements are correct concerning Contacts and Subscribers? Choose 2.

- A. Each Contact is also a Subscriber.
- B. A Contact is subscribed to a specific channel.
- C. Each Subscriber is also a Contact.
- D. A Contact is subscribed to any channel.

Answer: B,C

Explanation:

Regarding Contacts and Subscribers in Salesforce Marketing Cloud:

* Each Subscriber is also a Contact (C) - In Marketing Cloud, a Subscriber is a type of Contact that is specifically associated with the Email channel.

* A Contact is subscribed to a specific channel (D) - A Contact can be subscribed to one or more channels, such as Email, Mobile, or Web, within Marketing Cloud.

References:

Salesforce Marketing Cloud Contacts and Subscribers

Understanding Contact Management

NEW QUESTION # 14

A developer created a landing page in CloudPages which return unique content when subscriber data is located on a related data extension. The developer does not know if all subscribers have rows in the related data extension, and want default content to render if no subscriber data is found on the related data extension.

Which best practice should the developer follow to control the unique and default content?

- A. Use the RowCount function and an IF statement
- B. Use the Lookup, Row and Field functions
- C. Use the LookupOrderRows and Row functions
- D. Use the DataExtensionRowCount function

Answer: A

To control the rendering of unique and default content based on the presence of subscriber data in a related data extension, the best practice is to use the RowCount function and an IF statement:

```

%%[ VAR @rowCount SET @rowCount = RowCount(LookupRows("RelatedDataExtension",
"SubscriberKey", _subscriberKey)) IF @rowCount > 0 THEN /* Render unique content */ ELSE /* Render default content */
ENDIF ]%% This approach checks if there are any rows in the related data extension for the subscriber and conditionally renders
the appropriate content.

```

References:

AMPscript Guide

Salesforce Marketing Cloud Documentation

NEW QUESTION # 15

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