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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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	• 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	• 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.

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Salesforce MCE-Dev-201 exam include all the important concepts leaving behind the stories to tell for some other time. For the complete and quick Salesforce MCE-Dev-201 preparation the Salesforce MCE-Dev-201 Exam Questions are the best study material. With Salesforce MCE-Dev-201 Exam Practice test questions you can ace your Salesforce MCE-Dev-201 exam preparation simply and quickly to pass the final MCE-Dev-201 exam easily.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q117-Q122):

NEW QUESTION # 117
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', 'CustomerKey', CustomerKey)=%%
- B. %%=Lookup('Customers', 'FirstName', 'ContactID', CustomerKey)=%%
- C. %%=Lookup('Customers','FirstName','CustomerKey', 'CustomerKey')=%%
- D. %%=Lookup('NewSubscribers','FirstName','ContactID',CustomerKey)=%%

Answer: A

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 # 118
A developer has a text field in a data extension they want to format using the FormatCurrency AMPscript function. Which two values would return $6.96? Choose 2

- A. 6,961
- B. $6.96
- C. 6.96
- D. 6.96

Answer: C,D

Explanation:
The FormatCurrency AMPscript function is used to format a numeric value as a currency. To return a value of
$6.96, the function would correctly format inputs like:
* 6.96 (B) - This is a direct numeric value that will be formatted to $6.96.
* 6.96 (D) - Same as above, the numeric value is directly formatted to $6.96.
Using FormatCurrency(6.96) in AMPscript will result in $6.96.

References:
Salesforce Marketing Cloud Documentation on FormatCurrency
AMPscript Guide

NEW QUESTION # 119

A developer needs to process a payload from an external system in a CloudPage.
What Marketing Cloud Server-Side JavaScript Platform function should be used for converting a string payload in JSON format to a JavaScript object?

- A. CreateObject
- B. ParseJSON
- C. Stringify
- D. Base64Decode

Answer: B

Explanation:
To convert a string payload in JSON format to a JavaScript object on a CloudPage, the developer should use the ParseJSON (B) function in Marketing Cloud Server-Side JavaScript (SSJS). This function parses a JSON string and returns a corresponding JavaScript object.
Example:
var jsonString = '{"key1":"value1", "key2":"value2"}'; var jsonObject = Platform.Function.ParseJSON (jsonString); References:
Salesforce Marketing Cloud SSJS Guide
SSJS Platform.Function.ParseJSON

NEW QUESTION # 120

A developer wants to programmatically inject Contacts into a journey via REST API. What is the recommended route using POST data extension fields and values?

- A. /interaction/v1/events
- B. /contacts/v1/contactEvents
- C. /interaction/v1/interactions
- D. /interaction/v1/eventDefinitions

Answer: A

Explanation:
To programmatically inject Contacts into a journey via the REST API, the recommended route is /interaction
/v1/events. This endpoint allows you to trigger an event which can be configured to start a journey for the specified contacts.
References:
Salesforce Marketing Cloud REST API
Journey Builder API

NEW QUESTION # 121

Northern Trail Outfitters uses a Send Log and sends more than one million emails per day. They want to execute daily reports on all subscriber activity without impacting send performance.
Which set of best practices should be implemented"

- A. Add a data retention policy to the Send Log. then run reports from the Send Log data extension.
- B. Add a data retention policy to the Send Log. then run reports from the _Opens data view.
- C. Copy new Send Log records to an Archive data extension, then run reports from the Archive data extension.
- D. Copy new Send Log records to an Archive data extension, then run reports from the Send Log data extension.

Answer: C

Explanation:
To execute daily reports on all subscriber activity without impacting send performance, the best practice is to copy new Send Log records to an Archive data extension, then run reports from the Archive data extension (C). This approach ensures that the reporting

activity does not interfere with the performance of ongoing send operations.
References:
Salesforce Marketing Cloud Send Log Best Practices
Data Extension Best Practices

NEW QUESTION # 122
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