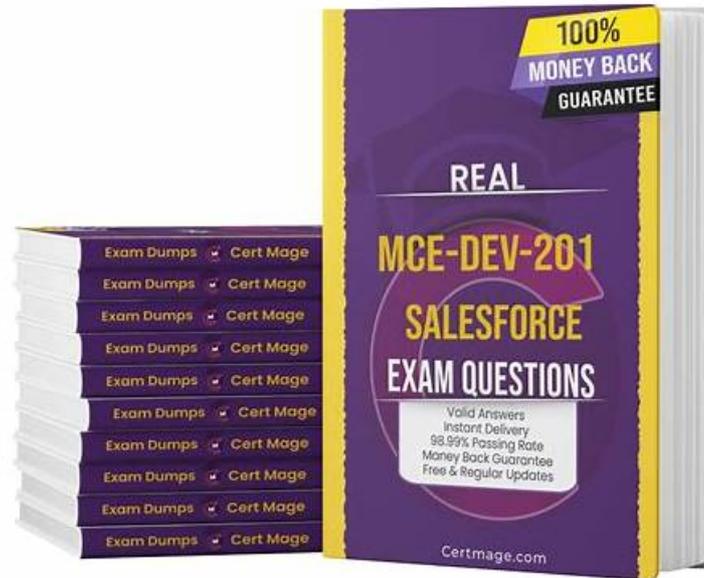


Real Salesforce MCE-Dev-201 Questions - Tips And Tricks To Pass Exam



Learning is sometimes extremely dull and monotonous, so few people have enough interest in learning, so teachers and educators have tried many ways to solve the problem. Research has found that stimulating interest in learning may be the best solution. Therefore, the MCE-Dev-201 prepare guide' focus is to reform the rigid and useless memory mode by changing the way in which the MCE-Dev-201 Exams are prepared. MCE-Dev-201 practice materials combine knowledge with the latest technology to greatly stimulate your learning power. By simulating enjoyable learning scenes and vivid explanations, users will have greater confidence in passing the qualifying exams.

Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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"> • 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"> • Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.
Topic 5	<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.

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Likewise, Web-Based Salesforce MCE-Dev-201 exam questions are supported by all the major browsers like Chrome, Opera, Safari, Firefox, and IE. In the same way, the Web-based Salesforce Certified Marketing Cloud Engagement Developer pdf exam requires no special plugin. Lastly, the web-based Salesforce Certified Marketing Cloud Engagement Developer (MCE-Dev-201) practice exam is customizable and requires an active Internet connection.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q194-Q199):

NEW QUESTION # 194

Northern Trail Outfitters is using a mobile campaign to collect email addresses of interested subscribers. Using AMPScript's API functions they will send a confirmation email when an email is texted into their short code. Which two objects are required to successfully create a TriggeredSend object? Choose 2 answers

- A. TriggeredSendDefinition
- B. Attribute
- C. Contact
- D. Subscribers

Answer: A,D

NEW QUESTION # 195

A particular data extension need to be configured to store six months of data. How should data retention be added to the data extension in Email Studio?

- A. Import a file to overwrite the rows with six months of data
- B. Update the data extension configuration to include data retention settings.
- C. Run a query to overwrite the rows with six months of data
- D. Create a new data extension that includes data retention settings

Answer: B

Explanation:

To configure a data extension to store data for six months, you should update the data extension configuration to include data retention settings.

* Data Retention Settings: You can configure data retention directly within the data extension settings in Email Studio to specify how long data should be retained. This ensures that data older than the specified period is automatically deleted.

* Go to Email Studio -> Subscribers -> Data Extensions.

* Select the data extension you want to configure.

* Click on "Properties".

* Under "Data Retention", set the retention period to six months and define the retention settings accordingly.

Salesforce Data Extension Retention Settings

NEW QUESTION # 196

Northern Trail Outfitters (NTO) wants to determine the best identifier for subscribers across all channels. What should be recommended?

- A. Subscriber ID
- B. Email Address
- C. Mobile ID
- D. Contact Key

Answer: D

Explanation:

To determine the best identifier for subscribers across all channels, Contact Key (A) should be recommended.

The Contact Key is a unique identifier that can be used consistently across all channels, ensuring a unified view of the subscriber's interactions and data.

References:

Salesforce Marketing Cloud Contact Builder

Contact Key Overview

NEW QUESTION # 197

A developer wants to create a CloudPage which is linked from an email. `%%[SET @point = RequestParameter(x) SET @value = 5 IF Length(@point) > 1 THEN SET @value = 1 ELSEIF Length (@point)>2 THEN SET @value = 2 ELSEIF Length(@point) >3 THEN SET@value = 3 ELSEIF Length (@point) >4 THEN SET @value = 4 ENDIF]%%` Which is the expected value of @value if x = 'Tacos'?

- A. 0
- B. 1
- C. 2
- **D. 3**

Answer: D

Explanation:

In the provided AMPscript, the IF statement checks the length of the @point variable and sets @value accordingly. Since x = 'Tacos' has a length of 5, it meets the first condition `Length(@point) > 1`, which sets @value to 1. Subsequent conditions are not evaluated because the first condition is already true.

* AMPscript IF-ELSEIF Example:

```
%%[ SET @point = RequestParameter('x') SET @value = 5 IF Length(@point) > 1 THEN SET @value = 1 ELSEIF Length(@point) > 2 THEN SET @value = 2 ELSEIF Length(@point) > 3 THEN SET @value = 3 ELSEIF Length(@point) > 4 THEN SET @value = 4 ENDIF ]%%
```

 Salesforce AMPscript Documentation

NEW QUESTION # 198

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

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

Answer: B,D

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 # 199

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