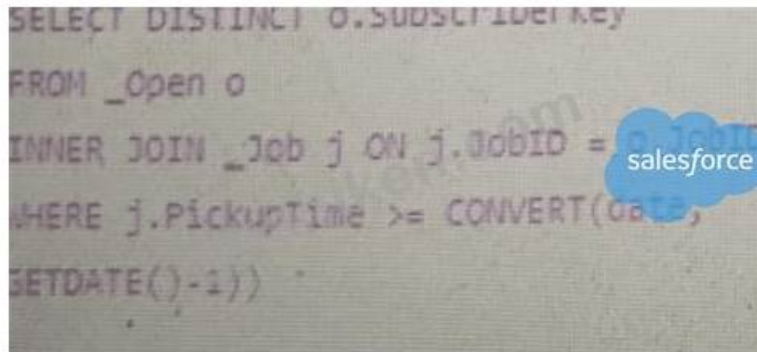


# MCE-Dev-201 Prüfungsübungen & MCE-Dev-201 Online Praxisprüfung



Wenn Sie eine gute Lernwebsite suchen, die Ihnen hilft, die MCE-Dev-201 Prüfung zu bestehen, ist PrüfungFrage die beste Wahl. Per PrüfungFrage können Sie die Spitzenfertigkeiten in der IT-Branche meistern und die Salesforce MCE-Dev-201 Zertifizierungsprüfung leicht bestehen. Es ist allen bekannt, dass diese Prüfung schwer zu bestehen ist. Und die Erfolgsquote für die Prüfung ist sehr niedrig. Aber Sie können geeignete Lernhilfe und Fragen und Antworten zur Salesforce MCE-Dev-201 Zertifizierungsprüfung von PrüfungFrage wählen. Diese Schulungsunterlagen sind nicht nur vollständig, sondern umfasst auch viele Wissensgebiete. Ihre Ähnlichkeit mit den echten Prüfungen ist sehr hoch. Das wird von der Praxis bewiesen. Wenn Sie die Salesforce MCE-Dev-201 Zertifizierungsprüfung bestehen wollen, wählen Sie doch PrüfungFrage. Ganz richtig!

## Salesforce MCE-Dev-201 Prüfungsplan:

| Thema   | Einzelheiten                                                                                                                                                                                                                                                                                                     |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Thema 1 | <ul style="list-style-type: none"><li>Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.</li></ul>                                                                                       |
| Thema 2 | <ul style="list-style-type: none"><li>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.</li></ul>                            |
| Thema 3 | <ul style="list-style-type: none"><li>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.</li></ul>      |
| Thema 4 | <ul style="list-style-type: none"><li>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.</li></ul>                                                            |
| Thema 5 | <ul style="list-style-type: none"><li>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.</li></ul> |

>> MCE-Dev-201 Prüfungsübungen <<

## MCE-Dev-201 Prüfungsguide: Salesforce Certified Marketing Cloud Engagement Developer & MCE-Dev-201 echter Test & MCE-Dev-201 sicherlich-zu-bestehen

Ea ist Traum der Angestellten, sich in der IT-Branche engagieren zu können, die Salesforce MCE-Dev-201 Zertifizierungsprüfung zu bestehen. Wenn Sie Ihren Traum verwirklichen wollen, brauchen Sie nur fachliche Ausbildung zu wählen. PrüfungFrage ist eine fachliche Website, die Schulungsunterlagen zur Salesforce MCE-Dev-201 Zertifizierung bietet. Wählen Sie PrüfungFrage. Und wir versprechen, dass Sie den Erfolg erlangen und Ihren Traum verwirklichen , egal welches hohes Ziel Sie anstreben, können.

# Salesforce Certified Marketing Cloud Engagement Developer MCE-Dev-201

## Prüfungsfragen mit Lösungen (Q110-Q115):

### 110. Frage

A developer needs to create a fully-branded CloudPage which includes images hosted in Content Builder. The developer wants to secure the page and its elements using the SSL protocol.

What is the minimum number of SSL certificates required?

- A. Two
- **B. One**
- C. Three
- D. None

**Antwort: B**

Begründung:

To secure a CloudPage and its elements (such as images) using SSL, a single SSL certificate can be used if both the CloudPage and the images are hosted under the same domain. This SSL certificate ensures that all content served from that domain is encrypted and secure.

Salesforce SSL Certificates

### 111. Frage

A customer wants a list of subscribers who were sent an email within the past 12 months.

How should this request be completed?

- A. Locate the email sends in the Tracking tab within Email Studio
- B. Run a tracking extract via the SOAP API
- C. Create a measure with criteria sent\_date is after today minus 365 days
- **D. Query against the Job and Sent data views**

**Antwort: D**

Begründung:

To get a list of subscribers who were sent an email within the past 12 months, you should query the Job and Sent data views. These data views contain detailed information about email sends and can be used to filter subscribers based on the send date.

\* SQL Query Example:

```
SELECT s.SubscriberKey FROM _Sent s JOIN _Job j ON s.JobID = j.JobID WHERE j.SendDate >= DATEADD(month, -12, GETDATE())
```

 Salesforce Data Views

### 112. Frage

How many month of data can a developer query from the tracking data views (\_Sent, \_Open, \_Click)?

- A. 12 Months
- B. There is no limit
- **C. Six Months**
- D. One Month

**Antwort: C**

Begründung:

The tracking data views in Salesforce Marketing Cloud, such as \_Sent, \_Open, and \_Click, store data for a limited period.

\* Data Retention Period: Salesforce Marketing Cloud retains tracking data for up to six months in the data views. This means that developers can query up to six months of tracking data using these views.

Salesforce Marketing Cloud Data Views

### 113. Frage

A developer wants to create a Synchronized Data Extension containing Lead data from Sales Cloud. They only want to include

record which contain a phone number. Each of the following field contains this information per these rules: -Phone is not blank (Data Type = Text) -PhoneExist is true (Data Type = Boolean) -ValidPhone is 'true' (Data Type = Formula(Boolean)) -ContactType equals 'Phone' (Data Type = Text). Which field could be used to select a subset of records in the synchronization configuration?

- A. ValidPhone
- B. ContactType
- C. PhoneExists
- D. Phone

**Antwort: A**

Begründung:

To select a subset of records that contain a phone number, the field that ensures the phone number is valid and non-blank should be used.

\* ValidPhone Field: The ValidPhone field is a formula field that evaluates to 'true' if the phone number is valid. This ensures that only records with a valid phone number are included in the synchronization.

Salesforce Data Synchronization

#### 114. Frage

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:

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

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

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

**Antwort: A**

Begründung:

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

#### 115. Frage

.....

Die Salesforce MCE-Dev-201 Zertifizierungsprüfung ist eine Prüfung, die Fachkenntnisse eines Menschen testet. PrüfungFrage ist eine Website, die Ihnen zum Bestehen der Salesforce MCE-Dev-201 Zertifizierungsprüfung verhilft. Vor der Prüfung können Sie die zielgerichteten benutzen, werden Sie in kurz Zeit große Fortschritte machen.

**MCE-Dev-201 Online Praxisprüfung:** <https://www.pruefungfrage.de/MCE-Dev-201-dumps-deutsch.html>

- MCE-Dev-201 Testking ☐ MCE-Dev-201 Testfagen ☐ MCE-Dev-201 PDF Testsoftware ☐ Suchen Sie jetzt auf ➡ [www.zertpruefung.de](http://www.zertpruefung.de) ☐ nach [ MCE-Dev-201 ] um den kostenlosen Download zu erhalten ☐ MCE-Dev-201 Testing Engine
- MCE-Dev-201 PDF Demo ☐ MCE-Dev-201 Testfagen ☐ MCE-Dev-201 Online Praxisprüfung ☐ Suchen Sie jetzt auf ➤ [www.itzert.com](http://www.itzert.com) < nach 【 MCE-Dev-201 】 und laden Sie es kostenlos herunter ☐ MCE-Dev-201 Online

# Praxisprüfung

- [illegible]