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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 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 3	<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 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">• 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.

MCE-Dev-201 Torrent & MCE-Dev-201 Valid Exam Forum

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q106-Q111):

NEW QUESTION # 106

A developer is notified the View Email As Web Page (VAWP) link, when clicked, displays the message, The system is temporarily unavailable. We apologize for any inconvenience. Please try again later.

What could be a possible cause for the error

- A. The sender profile used at the time of send was overwritten.
- B. The data extension used at the time of send was moved to another folder.
- C. The email used at the time of send was deleted, updated, or moved.
- D. The data in the data extensions used at the time of send was overwritten.

Answer: C

Explanation:

The "View Email As Web Page" (VAWP) link relies on the original email content being available. If the email used at the time of send was deleted, updated, or moved, the link will not be able to retrieve and display the content, resulting in the error message. Salesforce VAWP Documentation

NEW QUESTION # 107

A developer want to email a subscriber who is currently being processed for a Contact Deletion request.

When could the Contact be reintroduced after a Contact Delete operation has started?

- A. Anytime
- B. Never
- C. After deletion is fully complete
- D. 14 days after deletion process is complete

Answer: C

Explanation:

A Contact can be reintroduced into the system only after the deletion is fully complete. The Contact Delete process in Salesforce Marketing Cloud is designed to ensure that all references and data associated with the contact are thoroughly removed.

Reintroducing the contact before the process is fully complete would disrupt this cleanup process and potentially lead to data integrity issues.

References:

Salesforce Marketing Cloud Documentation on Contact Deletion

Salesforce Marketing Cloud Contact Builder

NEW QUESTION # 108

Northern Trail Outfitters wants to trigger follow up messages after a subscriber opens an email.

What process would they use to get real-time engagement data?

- A. WSPROXY Service
- B. Event Notification Service
- C. Query Activity
- D. Client-Side JavaScript

Answer: B

Explanation:

The Event Notification Service (ENS) in Salesforce Marketing Cloud provides real-time event notifications, such as email opens and clicks. Using ENS, Northern Trail Outfitters can trigger follow-up messages based on real-time engagement data.

Salesforce Event Notification Service

NEW QUESTION # 109

Certification Aid created following AMPscript code: %%[SET @var1 = 10 SET @var2 = 20 SET @var3 = 30]%% How can the three variables be summed up to evaluate to 60? Choose 1.

- A. SET @total = @var1 + @var2 + @var3
- B. SET @total = Add(@var1, @var2, @var3)
- C. SET @total = Add(@var1, Add(@var2, @var3))
- D. SET @total = Sum(@var1, @var2, @var3)

Answer: C

Explanation:

To sum up multiple variables in AMPscript, the Add function should be used. The Add function can be nested to handle multiple values.

* Example:

%%[SET @total = Add(@var1, Add(@var2, @var3))]%%

Salesforce AMPscript Add Function

NEW QUESTION # 110

A developer needs to add From Addresses to Marketing Cloud and wants to ensure they are verified before being used for sending. Which two routes would allow this?

Choose 2 answers

- A. POST /messaging/v1/push/domain/verification
- B. POST /messaging/v1/dataevents/domainverification
- C. POST /messaging/v1/domainverification/bulk/insert
- D. POST /messaging/v1/domainverification

Answer: C,D

Explanation:

To add and verify From Addresses in Marketing Cloud, you can use the following routes:

* POST /messaging/v1/domainverification: This endpoint is used to verify a single domain.

* POST /messaging/v1/domainverification/bulk/insert: This endpoint is used to verify multiple domains in bulk.

Salesforce Domain Verification API

NEW QUESTION # 111

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