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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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">• 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	<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.

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Salesforce Certified Marketing Cloud Engagement Developer Sample

Questions (Q95-Q100):

NEW QUESTION # 95

A developer wants to upload a base64-encoded file to Content Builder using an API Installed Package but receives an insufficient Privileges error. What should the developer check to troubleshoot the error?

- A. Confirm the Component's Channel options are available
- **B. Validate Client Id and Client Secret are correct**
- C. Confirm the REST Base URI uses the correct subdomain
- D. Verify the Asset Type Id matches the Asset Type Name

Answer: B

Explanation:

When receiving an "insufficient Privileges" error while attempting to upload a base64-encoded file to Content Builder using an API Installed Package, the developer should validate the Client Id and Client Secret are correct. These credentials are necessary for authentication and authorization when interacting with Salesforce Marketing Cloud APIs.

References:

Salesforce Marketing Cloud API Authentication

Salesforce Marketing Cloud Content Builder API

NEW QUESTION # 96

Certification Aid wants to update Contact data stored in a Data Extension using the REST API. What is required to achieve this? Choose 1.

- A. The Data Extension must be in a Population.
- B. The Data Extension must be created in Email Studio.
- **C. The Data Extension must be in an Attribute Group.**
- D. The Data Extension must be sendable.

Answer: C

Explanation:

To update Contact data stored in a Data Extension using the REST API, the Data Extension must be in an Attribute Group (A). This is necessary because the REST API interacts with Contact data through Attribute Groups, which organize Data Extensions and their relationships within Contact Builder.

References:

Salesforce Marketing Cloud REST API

Contact Builder and Attribute Groups

NEW QUESTION # 97

Which of the following statements are correct concerning Populations in Contact Builder? Choose 2.

- **A. No more than three Populations should be created.**
- **B. Populations need to be added to an Attribute Group.**
- C. Populations should be used for segmentation
- D. Populations are used to create large subgroups Contacts.

Answer: A,B

Explanation:

Regarding Populations in Contact Builder:

* Populations need to be added to an Attribute Group (B) - This is necessary to define the relationship between the population and the associated data extensions and attributes.

* No more than three Populations should be created (C) - Creating more than three populations can lead to performance issues and complexity in managing contacts.

References:

Salesforce Marketing Cloud Contact Builder

Populations in Contact Builder

NEW QUESTION # 98

Northrn Trail Outfitters has set up their North American business unit to unsubscribe at the business unit level. Which dataview would they query to identify all subscribers who are unsubscribed from that Business Unit?

- A. ENT. Subscribers
- B. _BusinessUnitUnsubscribes
- C. ListSubscribers
- D. .Subscribers

Answer: C

Explanation:

To identify all subscribers who are unsubscribed from a specific Business Unit, the correct Data View to query is ListSubscribers (A). This Data View contains information about the subscription status of subscribers at the list level, including unsubscribe status for specific Business Units.

References:

Salesforce Marketing Cloud Data Views
ListSubscribers Data View

NEW QUESTION # 99

A developer needs to display a value which has been calculated using an AMPscript block. This value is stored in the variable named 'Label'.

Which two ways should the developer display this value in the body of an email? Choose 2 answers

- A. %%-v(@Label) -%%
- B. %%@Label%%
- C. %% (Write (@Label)) 1%%
- D. <ctrl:vr name=@Label />

Answer: A,B

NEW QUESTION # 100

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