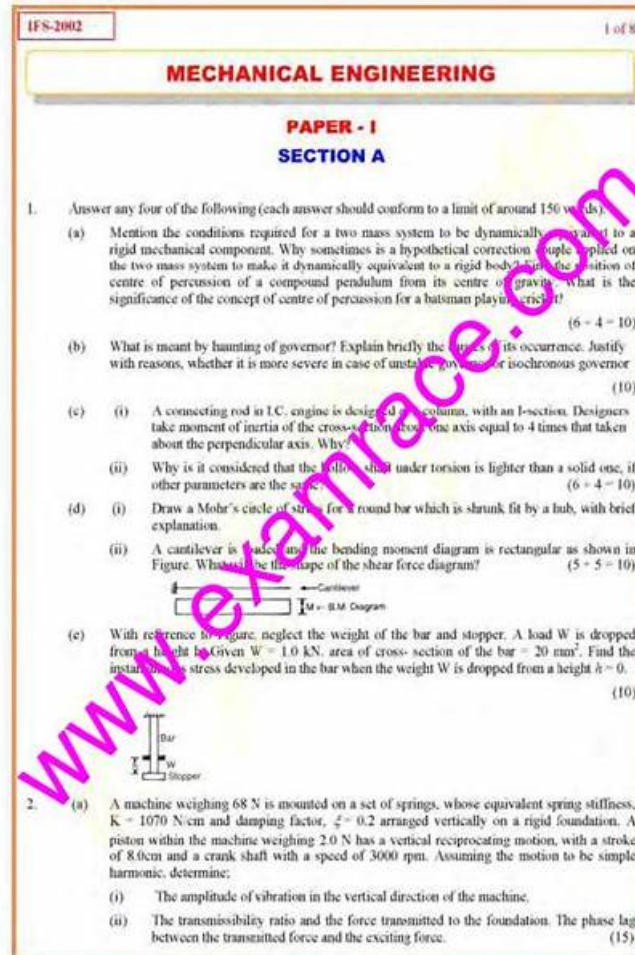


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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 4	<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 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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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q12-Q17):

NEW QUESTION # 12

NTO is reconsidering the requirement to have English, Spanish and French versions of their email campaigns.

They request a developer to create a query which aggregates clicks grouped by language of the recipient.

Language is stored in a Profile Attribute. Which two Data Views would be included in the query? Choose 2 answer

- A. _Click
- B. _Subscribers
- C. _Subscribers
- D. _AllSubscribers

Answer: A,C

Explanation:

To create a query that aggregates clicks grouped by the language of the recipient, the developer needs to use Data Views that store subscriber and click information. The required Data Views are:

* _Subscribers (A) - This Data View contains information about subscribers, including their profile attributes such as language.

* _Click (D) - This Data View contains information about click events for email messages, which can be used to aggregate clicks.

The query would join these Data Views on a common identifier (e.g., SubscriberKey) and group the results by the language attribute.

References:

Salesforce Marketing Cloud Data Views

SQL Reference Guide

NEW QUESTION # 13

A developer is implementing a custom profile center and using the LogUnsubEvent request. Which parameter is required for the event to be tied to the appropriate send?

- A. Unsub Reason
- B. ListID
- C. JobID
- D. SubscriberKey

Answer: C

Explanation:

The JobID parameter is required for the LogUnsubEvent request to be tied to the appropriate send. The JobID uniquely identifies the email job that was sent, allowing the system to accurately log the unsubscribe event for that specific send.

* JobID: This parameter ensures that the unsubscribe event is correctly associated with the email send job.

Salesforce LogUnsubEvent Documentation

NEW QUESTION # 14

Customer data has been imported into a staging data extension and needs to be normalized before adding into the master data extension. A text field named 'birthday' contains date values in various formats. Some of the values are valid dates, but some are not. Which SQL keywords and functions could be used to write the query? Choose 2 answers

- A. WHERE, ISDATE, CONVERT
- B. UPDATE, ISDATE, CONVERT
- C. CASE, ISDATE, CONVERT
- D. CASE, ISDATE, CAST

Answer: C,D

Explanation:

To normalize customer data in a staging data extension where a text field named 'birthday' contains date values in various formats, the developer can use the following SQL keywords and functions:

* CASE, ISDATE, CONVERT (A) - These functions can be used to handle different date formats and convert them into a consistent format.

* CASE, ISDATE, CAST (C) - Similar to the above, CAST can be used to convert text to date format if ISDATE returns true.

Example SQL query:

```
SELECT CASE WHEN ISDATE(birthday) = 1 THEN CONVERT(DATE, birthday) ELSE NULL END AS normalized_birthday  
FROM StagingDataExtension References:
```

Salesforce Marketing Cloud SQL Reference

SQL CASE and ISDATE Functions

NEW QUESTION # 15

Which SSJS library can be used in landing pages? Choose 1.

- A. Core
- B. Both
- C. None
- D. Platform

Answer: B

NEW QUESTION # 16

A developer created an email with AMPscript variable as the subject line. The subject line variable was recently updated, but when testing the email, the wrong subject line continues to appear in the inbox. The developer thinks another, outdated, subject line variable is declared within the email. Where could the outdated variable be located?

- A. In the HTML body which is processed after the subject line
- B. In the Text body which is processed after the HTML body
- C. In the HTML body which is processed after the Text body
- D. In the Text body which is processed after the subject line

Answer: A

Explanation:

The outdated subject line variable could be located in the HTML body which is processed after the subject line (D). This is because AMPscript variables declared in the HTML body can affect the overall email content, including the subject line, and if not updated, they can cause discrepancies in the displayed subject line.

References:

Salesforce Marketing Cloud AMPscript Guide

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