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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.
Topic 2	• 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	• 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	• Programmative 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 5	• 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.

>> MCE-Dev-201 Best Practice <<

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Web-based Salesforce Certified Marketing Cloud Engagement Developer (MCE-Dev-201) practice exam is a convenient format to evaluate and improve preparation for the exam. It is a MCE-Dev-201 browser-based application, which means you can access it from any operating system with an internet connection and a web browser. Unlike the desktop-based exam simulation software, the Salesforce Certified Marketing Cloud Engagement Developer (MCE-Dev-201) browser-based practice test requires no plugins and software installation.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q160-Q165):

NEW QUESTION # 160

Certification Aid wants to add records to a Data Extension using the SOAP API. Which object can be used for this? Choose 1.

- A. Attribute object
- **B. DataExtensionObject object**
- C. Subscriber object
- D. DataExtension object

Answer: B

Explanation:

To add records to a Data Extension using the SOAP API, the DataExtensionObject object is utilized. This object represents a row within a data extension.

* DataExtensionObject: This object is specifically designed to interact with data extensions, allowing you to insert, update, and retrieve rows. Here is a basic example of how to use this object to add a record:

```
<s:Envelope xmlns:s="http://schemas.xmlsoap.org/soap/envelope/"> <s:Body> <CreateRequest xmlns="http://exacttarget.com/wsdl/partnerAPI"> <Objects xsi:type="DataExtensionObject">
<CustomerKey>DataExtensionExternalKey</CustomerKey> <Properties> <Property>
<Name>SubscriberKey</Name> <Value>example@example.com</Value> </Property> <Property>
<Name>FirstName</Name> <Value>John</Value> </Property> <Property> <Name>LastName</Name>
<Value>Doe</Value> </Property> </Properties> </Objects> </CreateRequest> </s:Body> </s:Envelope>
```

Salesforce SOAP API Developer Guide

NEW QUESTION # 161

A developer wants to populate a data extension with the date of the most recent click for each subscriber. Which query would accomplish this?

- A. SELECT TOP 1 c.SubscriberKey, c.eventDate FROM _Click c ORDER BY c.eventDate DESC
- B. SELECT c.SubscriberKey, MIN (c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey
- C. SELECT c.SubscriberKey, c.eventDate FROM _Click c WHERE c.IsUnique = 1
- **D. SELECT c.SubscriberKey, MAX(c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey**

Answer: D

Explanation:

To populate a data extension with the date of the most recent click for each subscriber, the developer should use the following SQL query:

SELECT c.SubscriberKey, MAX(c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey This query selects the SubscriberKey and the maximum eventDate for each subscriber from the _Click Data View, ensuring that the most recent click date is retrieved.

References:

Salesforce Marketing Cloud Data Views

SQL MAX Function

NEW QUESTION # 162

When do synchronous REST API calls to Marketing Cloudtime out? Choose 2.

- A. 300 seconds for tracking and data retrieve operations.
- B. 240 seconds for tracking and data retrieve operations.
- C. 240 seconds for non-tracking operations.
- D. 120 seconds for non-tracking operations.

Answer: A,D

Explanation:

Synchronous REST API calls to Marketing Cloud have different timeout limits based on the type of operation:

* 300 seconds for tracking and data retrieve operations: These operations involve more extensive data processing, hence the higher timeout limit.

* 120 seconds for non-tracking operations: Standard non-tracking API calls have a shorter timeout limit.

Salesforce Marketing Cloud API Timeout Limits

NEW QUESTION # 163

What parameter should a developer include to ensure the MobileConnectContact is tied to the Email Contact when making a QueueMO call for an existing email subscriber?

- A. phonenumber
- B. subscribers
- C. emailaddress
- D. mobilenumbers

Answer: C

Explanation:

To ensure the MobileConnect Contact is tied to the Email Contact when making a QueueMO call for an existing email subscriber, the parameter to include is emailaddress. This ensures that the MobileConnect Contact is correctly linked to the existing Email Contact.

References:

Salesforce Marketing Cloud MobileConnect API

AMPscript and MobileConnect

NEW QUESTION # 164

A developer wants to inject a Contact into a journey using API. What method and route would be used to accomplish this?

- A. Post/v1hub/datevents/key:[key] /rows / {primaryKeys
- B. Post/interaction/v1/interactions
- C. Post/ interaction/ v1/events
- D. Post / contacts/v1/contacts

Answer: C

Explanation:

To inject a contact into a journey using the API, you use the POST /interaction/v1/events route. This endpoint allows you to inject

events into Journey Builder, effectively adding contacts to the journey based on the event definition.

Salesforce Journey Builder API

NEW QUESTION # 165

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