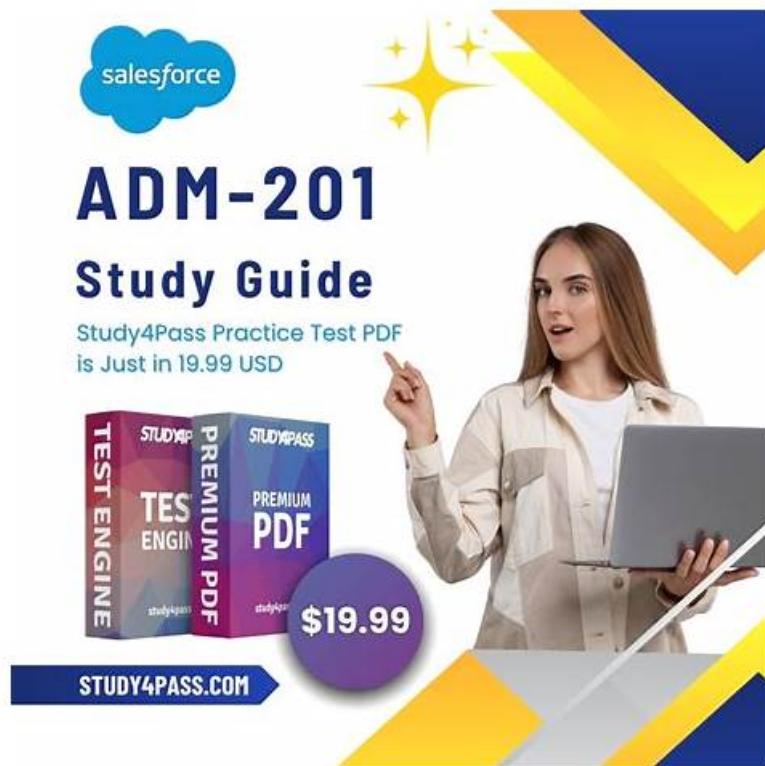# New Salesforce MCE-Dev-201 Study Guide & Exam MCE-Dev-201 Cram Review

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q155-Q160):

NEW QUESTION # 155
A developer is creating a custom preference center and wants to log unsubscribe events from the CloudPage.
Which set of parameters should be captured and provided to the LongUnsubEvent Execute Call to ensure accurate unsubscribe

information?

- A. SubscriberKey and JobID
- B. SubscriberKey and BatchID
- C. EmailAddress and JobID
- D. SubscriberID and BatchID

Answer: A

Explanation:
When logging unsubscribe events from a CloudPage using the LogUnsubEvent Execute Call, it's crucial to capture and provide both the SubscriberKey and the JobID. The SubscriberKey uniquely identifies the subscriber, while the JobID identifies the specific email job from which the subscriber is unsubscribing.
* SubscriberKey: Identifies the subscriber in the Marketing Cloud.
* JobID: Identifies the email job that triggered the unsubscribe event.
Salesforce LogUnsubEvent Documentation

NEW QUESTION # 156

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 flied contains this information per these rules: -Phone is not black (Data Type = Phone) -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. PhoneExists
- B. ContactType
- C. ValidPhone
- D. Phone

Answer: C

Explanation:
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

NEW QUESTION # 157

Certification Aid wants to add new customers to a cross-channel welcome campaign when they register on the company website. Which API should be used for this? Choose 1.

- A. Event Notification API
- B. Personalization Builder API
- C. Transactional Messaging API
- D. Journey Builder API

Answer: D

Explanation:
To add new customers to a cross-channel welcome campaign when they register on the company website, the Journey Builder API (D) should be used. This API allows you to programmatically inject contacts into a journey, triggering personalized marketing interactions across multiple channels.
References:
Salesforce Marketing Cloud Journey Builder API
Cross-Channel Campaign Management

NEW QUESTION # 158

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

How shouldthis request be completed?

- A. Run a tracking extract via the SOAP API
- B. Query against the Job and Sent data views
- C. Locate the email sends in the Tracking tab within Email Studio
- D. Create a measure with criteria sent_date is after today minus 565 days

Answer: B

Explanation:
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

NEW QUESTION # 159
In which three ways should a developer optimize a query activity if it is currently timing out? Choose 3

- A. Use intermediate tables to stage data
- B. Only update records that have changed since last execution
- C. Use Primary key(s) on fields used in joins
- D. Use SELECT * to include all fields
- E. Use intrisic functions in the WHERE clause

Answer: A,B,C

Explanation:
To optimize a query activity that is currently timing out, a developer can use the following strategies:
* Use Primary key(s) on fields used in joins (C) - Ensures that the join operations are efficient by utilizing indexed fields.
* Use intermediate tables to stage data (D) - Breaks down complex queries into simpler steps, improving manageability and performance.
* Only update records that have changed since last execution (E) - Reduces the amount of data processed by focusing only on changes since the last query run.
References:
Salesforce Marketing Cloud SQL Optimization
Query Activity Best Practices

NEW QUESTION # 160
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