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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	• 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 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.

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q74-Q79):

NEW QUESTION # 74
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/vl/push/domain/verification
- B. POST /messaging/vl/domainverification/bulk/insert
- C. POST /messaging/vl/dataevents/domainverification
- D. POST /messaging/vl/domainverification

Answer: B,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 # 75
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. Verify the Asset Type Id matches the Asset Type Name
- B. Confirm the Component's Channel options are available
- C. Confirm the REST Base URI uses the correct subdomain
- D. Validate Client Id and Client Secret are correct

Answer: D

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 # 76
Northtrn Trail Outfitters (NTO) wants to import a data file. It will be uploaded at regular intervals to their Enhanced FTP Account where an automation will import the file Into a data extension. NTO requires the file to be encrypted.
Which two file encryption options are supported when importing data files to Marketing Cloud?
Choose 2 answers

- A. GPG encryption
- B. RSA encryption
- C. AES encryption
- D. PGP encryption

Answer: C,D

Explanation:
When importing data files to Marketing Cloud, the supported file encryption options are:
* PGP encryption (A) - Pretty Good Privacy (PGP) encryption is supported for securing files.
* AES encryption (D) - Advanced Encryption Standard (AES) encryption is also supported for file security.
References:
Salesforce Marketing Cloud File Import Activity
File Transfer and Encryption Options

NEW QUESTION # 77
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 # 78
A developer created anemail 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 Text body which is processed after the HTML body
- B. In the HTML body which is processed after the Text body
- C. In the Text body which is processed after the subject line
- D. In theHTML body which is processed after the subject line

Answer: D

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
Email Subject Line Best Practices

NEW QUESTION # 79
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