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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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	• 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 4	• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.
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.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q23-Q28):

NEW QUESTION # 23
A particular data extension need to be configured to store six months of data.
How should data retention be added to the data extension in Email Studio?

- A. Import a file to overwrite the rows with six months of data
- B. Update the data extension configuration to include data retention settings.
- C. Run a query to overwrite the rows with six months of data
- D. Create a new data extension that includes data retention settings

Answer: B

Explanation:
To configure a data extension to store data for six months, you should update the data extension configuration to include data retention settings.
* Data Retention Settings: You can configure data retention directly within the data extension settings in Email Studio to specify how long data should be retained. This ensures that data older than the specified period is automatically deleted.
* Go to Email Studio -> Subscribers -> Data Extensions.
* Select the data extension you want to configure.
* Click on "Properties".
* Under "Data Retention", set the retention period to six months and define the retention settings accordingly.
Salesforce Data Extension Retention Settings

NEW QUESTION # 24
A developer is creating a CloudPage which accepts secure parameters via an email link and will submit those parameters to another CloudPage for data upsert. The page currently captures an Appointment ID parameter passed into it and sets the value to the variable caapptld. The developer does NOT want the Appointment ID to be visible to anyone using the form.
What is the best method to ensure the parameters are passed successfully to the data upsert page?

- A. <form action="%%=CloudPagesURL(123,'apptId',@apptId)a%%" methods "post">
- B. <lnput ld=MapptId" type="textarea"value="%%v(@apptId)a%%" hldden>
- C. <form action="%%=MicrositeURL(123,,apptId",@apptId)a%%" method="post">
- D. <input id="apptld" type="textarea" value="%%v(@>apptld)a%%" readonly>

Answer: A

Explanation:
To securely pass parameters between CloudPages without exposing them, use the CloudPagesURL function within a form action.
This method encodes the parameters and securely posts them to the target CloudPage.
* CloudPagesURL: Encodes and includes parameters securely.
* Form Method: Using the post method ensures parameters are sent in the request body, adding another layer of security.
Salesforce CloudPagesURL Function

NEW QUESTION # 25
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 (@Label1) 1%%
- D. <ctrl:vr name=@Label />

Answer: A,B

NEW QUESTION # 26
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. Transactional Messaging API
- C. Personalization Builder 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 # 27
A developer is building a landing page in Marketing Cloud and an email with a Call-To page will display personal information about the subscriber.
In which way could the developer create the CTA link?

- A. Use the AMPscript CloudPagesURLfunction.
- B. Append EmailAddress to the URL as an encoded parameter.
- C. Append SubscnberKey to the URL as an encoded parameter.

Answer: A

Explanation:
To create a Call-To-Action (CTA) link in an email that will display personal information about the subscriber on a landing page, the developer should use the AMPscript CloudPagesURL function (A). This function generates a URL for a CloudPage and can include parameters such as SubscriberKey or EmailAddress, which will be passed to the landing page securely.
Example usage:
rectTo(@url)=%%">View Your Information
This ensures that the SubscriberKey is securely passed to the CloudPage without exposing it directly in the URL.

References:
Salesforce Marketing Cloud AMPscript Guide: CloudPagesURL
Salesforce Marketing Cloud Documentation

NEW QUESTION # 28

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