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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<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.
Topic 2	<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 3	<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 4	<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 5	<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.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q127-Q132):

NEW QUESTION # 127

Certification Aid wants to import an encrypted CSV file from the Marketing Cloud Enhanced FTP server. Which two File Transfer activities are needed to achieve this? Choose 2.

- A. To move the import file from the Enhanced FTP server to the Safehouse
- B. To move the import file from the Safehouse to Marketing Cloud.
- C. To decrypt the import file on the Enhanced FTP server.
- D. To decrypt the import file on the Safehouse.

Answer: A,D

Explanation:

When importing an encrypted file from the Enhanced FTP server, you need to move the file to the Safehouse first, and then decrypt it within the Safehouse.

* Move to Safehouse: Use a File Transfer activity to move the encrypted file from the Enhanced FTP server to the Safehouse.

* Decrypt in Safehouse: Use another File Transfer activity to decrypt the file within the Safehouse.

Salesforce File Transfer Activities

NEW QUESTION # 128

A customer wants to export send data to their SFTP. Which two automations would accomplish this? Choose 2

- A. Query (Data Views) > Data Extension Extract > File Transfer
- B. Query (Data Views) > File Transfer
- C. Tracking Extract
- D. Tracking Extract > File Transfer

Answer: A,D

Explanation:

To export send data to their SFTP, the following automations can be used:

* Tracking Extract > File Transfer (B) - This automation extracts tracking data and then transfers the file to an SFTP location.

* Query (Data Views) > Data Extension Extract > File Transfer (C) - This automation queries the data views to gather the necessary data, extracts the data from the data extension, and then transfers the file to an SFTP location.

References:

Salesforce Marketing Cloud Tracking Extract Activity

Salesforce Marketing Cloud File Transfer Activity

NEW QUESTION # 129

A developer wants to extract tracking data from the Market Activity in the user interface.

Which option would be available to extract the data?"

- A. Journey Builder
- **B. Automation Studio**
- C. REST API

Answer: B

Explanation:

Automation Studio provides tools for extracting tracking data from the Marketing Cloud. This can be done using the Data Extract Activity, which allows you to extract various types of tracking data such as email send, open, and click information.

Salesforce Automation Studio Data Extract Activity

NEW QUESTION # 130

A developer needs to configure a process that can store encrypted data from Marketing Cloud as a file on an external server. What steps should the developer take?

- A. Data Extract > File Transfer with Marketing Cloud Public Key
- B. Shield Platform Encryption is required for encrypted data export
- C. Data from Marketing Cloud cannot be encrypted
- **D. Create PGP Key > Data Extract > File Transfer with PGP checked**

Answer: D

NEW QUESTION # 131

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

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

Answer: B,D,E

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 # 132

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