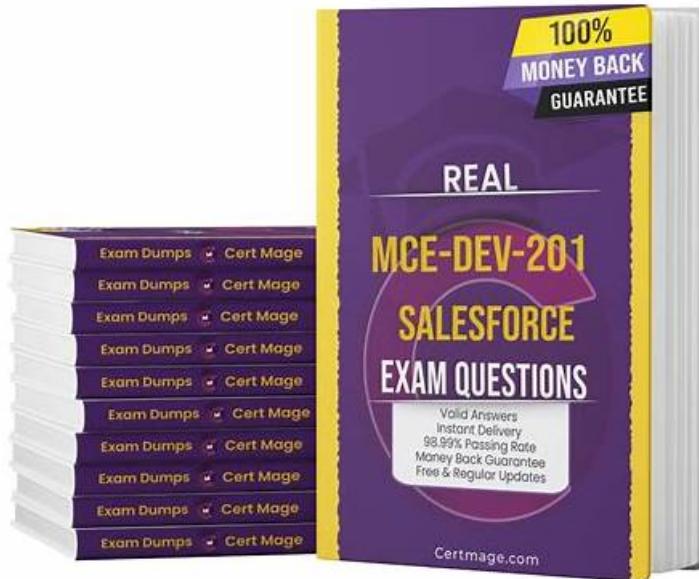


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Salesforce MCE-Dev-201 Exam Syllabus Topics:

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 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 3	<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 4	<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 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 (Q36-Q41):

NEW QUESTION # 36

A developer wants to expand the functionality of existing code which was written in AMPscript, but prefers to use Server-Side JavaScript (SSJS) for updates.

Which SSJS statement will retrieve the value of the AMPscript variable named subKey?

- A. Variable.GetTValue ("@subKey");
- B. Var.Retrieve("@subKey");
- C. Variable.SetValue("subKey", "Value");
- D. Var.Get("subKey");

Answer: D

Explanation:

To retrieve the value of the AMPscript variable named subKey in Server-Side JavaScript (SSJS), the following statement should be used:

Var.Get("subKey");

This statement retrieves the value of the specified AMPscript variable within SSJS.

References:

[Salesforce Marketing Cloud SSJS Guide](#)

[AMPscript and SSJS Integration](#)

NEW QUESTION # 37

A marketer is troubleshooting why an email send's tracking information is not available in Sales Cloud. The marketer confirms MarketingCloud Connect is installed properly. What should be confirmed next to continue troubleshooting the send's tracking information?

- A. The email was sent to the All Subscribers list
- B. The audience was built using a Triggered Send Data Extension template
- C. The tracking destination folder was set to My Tracking
- D. The audience was a Salesforce Data Extension containing the appropriate SFID

Answer: D

Explanation:

If the email send's tracking information is not available in Sales Cloud, the next step is to confirm that the audience was a Salesforce Data Extension containing the appropriate Salesforce ID (SFID).

* Salesforce Data Extension: Ensure that the data extension used for the send is a Salesforce Data Extension that includes the appropriate SFID for each subscriber. This is crucial for the integration to correctly match the tracking data with the Salesforce records.

NEW QUESTION # 38

A developer created a landing page in CloudPages which return unique content when subscriber data is located on a related data extension. The developer does not know if all subscribers have rows in the related data extension, and want default content to render if no subscriber data is found on the related data extension.

Which best practice should the developer follow to control the unique and default content?

- A. Use the DataExtensionRowCount function
- **B. Use the RowCount function and an IF statement**
- C. Use the LookupOrderRows and Row functions
- D. Use the Lookup, Row and Field functions

Answer: B

Explanation:

To control the rendering of unique and default content based on the presence of subscriber data in a related data extension, the best practice is to use the RowCount function and an IF statement:

```
%%[ VAR @rowCount SET @rowCount = RowCount(LookupRows("RelatedDataExtension", "SubscriberKey", _subscriberKey)) IF @rowCount > 0 THEN /* Render unique content */ ELSE /* Render default content */ ENDIF ]%% This approach checks if there are any rows in the related data extension for the subscriber and conditionally renders the appropriate content.
```

References:

[AMPscript Guide](#)

[Salesforce Marketing Cloud Documentation](#)

NEW QUESTION # 39

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

Answer: A

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 # 40

A developer is configuring a new Marketing Cloud account and has decided to use a unique 10-digit integer as each customer's Contact Key.

Which data type should be used when representing the value of Contact Key?

- A. Decimal
- B. Number
- **C. Text**

Answer: C

Explanation:

In Marketing Cloud, the Contact Key should be represented as a Text data type, even if it is a numeric value.

This is because using the Text data type avoids issues related to numeric value formatting and allows for greater flexibility in handling the values.

Salesforce Contact Builder Best Practices

NEW QUESTION # 41

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