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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.
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	• 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.

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q172-Q177):

NEW QUESTION # 172

A developer is leveraging the SOAP API to dynamically display Profile and PreferenceAttributes in a custom profile center. Which method could be used to support the dynamic functionality?

- A. Describe
- B. Extract
- C. Perform
- D. Configure

Answer: A

Explanation:

The Describe method in the SOAP API provides metadata about the objects available in the system, including Profile and Preference Attributes. This method can be used to dynamically retrieve and display these attributes in a custom profile center.

* Describe Method: This method returns the schema of the objects, including fields and their properties, which can be used to dynamically generate forms and interfaces.

Salesforce SOAP API Describe Method

NEW QUESTION # 173

A developer wants to programmatically inject Contacts into a journey via REST API. What is the recommended route using POST data extension fields and values?

- A. /contacts/v1/contactEvents
- B. /interaction/v1/eventDefinitions
- C. /interaction/v1/events
- D. /interaction/v1/interactions

Answer: C

Explanation:

To programmatically inject Contacts into a journey via the REST API, the recommended route is /interaction

/v1/events. This endpoint allows you to trigger an event which can be configured to start a journey for the specified contacts.

References:

Salesforce Marketing Cloud REST API

Journey Builder API

NEW QUESTION # 174

NTO puts the word TEST at the beginning of the name for each test email. Which query would return the subs who were sent those emails?

- A. SELECT * FROM _Job INNER JOIN _Sent on JobID = JobID WHERE EmailName LIKE 'TEST%'
- B. SELECT * FROM _Job J INNER JOIN _Sent S on J.EmailName LIKE 'TEST%'
- C. SELECT * FROM _Job J INNER JOIN _Sent S ON J.JobID = S.JobID WHERE J.EmailName LIKE

'TEST%'

- D. SELECT * FROM _Job J INNER JOIN _Sent S on J.JobID = JobID = S.JobID WHERE J.EmailName = 'TEST%'

Answer: C

Explanation:

To retrieve subscribers who were sent emails with names starting with "TEST," we need to join the _Job and _Sent system data views on the JobID field and filter by the EmailName field using a LIKE condition.

* Join Condition: The correct join condition between _Job and _Sent is ON J.JobID = S.JobID. This ensures that we are linking the job and sent data correctly.

* EmailName Filter: We use J.EmailName LIKE 'TEST%' to filter for emails whose names start with "TEST".

SELECT * FROM _Job J INNER JOIN _Sent S ON J.JobID = S.JobID WHERE J.EmailName LIKE 'TEST%'

Salesforce Marketing Cloud System Data Views

NEW QUESTION # 175

Which programming language should be used in email messages? Choose 1.

- A. Both
- B. SSJS only
- C. Either AMPscript or SSJS
- D. AMPscript only

Answer: C

Explanation:

In Salesforce Marketing Cloud, you can use either AMPscript or Server-Side JavaScript (SSJS) in email messages. Both languages are supported and can be used to manipulate data, create dynamic content, and perform other server-side operations.

Salesforce Programming Languages in Emails

NEW QUESTION # 176

A developer is troubleshooting the cause of incomplete results in the link tracking data for an email send. How should the RedirectTo AMPscript function be described as it relates to link tracking?

- A. It prevents link href values from getting recorded in tracking
- B. It ensures link href values containing HTML bookmarks or anchors are recorded in tracking
- C. It ensures static link href values are recorded in tracking
- D. It ensures link href values containing AMPscript variables are recorded in tracking

Answer: A

Explanation:

The RedirectTo AMPscript function prevents link href values from getting recorded in tracking (C). When RedirectTo is used, it bypasses the standard link wrapping and tracking process, causing the link click not to be captured in the tracking data.

References:

Salesforce Marketing Cloud AMPscript Guide

Link Tracking in Marketing Cloud

NEW QUESTION # 177

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