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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"> • 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 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"> • 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.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q160-Q165):

NEW QUESTION # 160

A developer initiated a batch delete of Contacts in Contact Builder due to an import error during implementation. There are over two million records that need to be deleted.

Which two factors should be considered when batch deleting large volumes of contacts? Choose 2 answers

- **A. Up to one million records can be deleted in each batch.**
- B. The deletion process supersedes other automated account activities.
- C. To more quickly remove contact information, use the suppression period length of 14.
- **D. The suppression status does not show for individual contacts until the entire batch processes.**

Answer: A,D

Explanation:

When batch deleting large volumes of contacts, it is important to consider the following factors:

* **Batch Deletion Limits:** Up to one million records can be deleted in each batch. This helps manage and control the deletion process without overwhelming the system.

* **Suppression Status Visibility:** The suppression status does not show for individual contacts until the entire batch processes. This means that you will not see the status updates for individual contacts until the deletion batch is fully processed.

Salesforce Contact Deletion Process

NEW QUESTION # 161

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

Answer: A

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 # 162

Which of the following is a valid comment within an AMPscript code block? Choose 1.

- A. - comment -->
- B. /* comment */
- C. --comment
- D. // comment

Answer: B

Explanation:

In AMPscript, the valid syntax for comments is /* comment */. This allows you to add comments within your AMPscript code for documentation or clarification purposes.

Salesforce AMPscript Syntax Guide

NEW QUESTION # 163

A developer started a Contact Delete process that is now complete.

In which two places would the Contact Delete process remove data? Choose 2 answers

- A. Non-Sendable Data Extensions
- B. Import Files on the Enhanced SFTP
- C. Sendable Data Extensions
- D. Mobile Lists

Answer: C,D

Explanation:

The Contact Delete process in Marketing Cloud removes contact data from various locations to ensure complete deletion. This includes both sendable data extensions and mobile lists.

* Sendable Data Extensions: The Contact Delete process will remove contact data from sendable data extensions, ensuring that the contact is no longer present in any data used for sending.

* Mobile Lists: Contact data will also be removed from mobile lists, ensuring that the contact is fully deleted across all communication channels.

Salesforce Contact Deletion Process

NEW QUESTION # 164

A developer is managing the data model programmatically and needs to access Attribute Group schema via the API. Which API should the developer use?

- A. REST
- B. Bulk
- C. SOAP
- D. XML

Answer: A

Explanation:

To manage the data model programmatically and access the Attribute Group schema, the REST API should be used. The REST API provides endpoints to interact with and retrieve information about Attribute Groups and their schemas.

Salesforce REST API

NEW QUESTION # 165

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