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Taking these mock exams is important because it tells you where you stand. People who are confident about their knowledge and expertise can take these MCE-Dev-201 practice tests and check their scores to know where they lack. This is good practice to be a pro and clear your Salesforce Certified Marketing Cloud Engagement Developer (MCE-Dev-201) exam with amazing scores. Pass4Test practice tests simulate the real MCE-Dev-201 exam questions environment.

Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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">• 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 4	<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 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.

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q158-Q163):

NEW QUESTION # 158

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

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

Answer: A,C,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 # 159

How can SSJS variables be referenced for content personalization? Choose 1.

- A. `<ctrl:eval>variableName</ctrl:eval>`
- B. `<ctrl:field name="variableName" />`
- C. `<ctrl:eval name="variableName" />`
- D. `<ctrl:var name="variableName" />`

Answer: A

Explanation:

To reference SSJS (Server-Side JavaScript) variables for content personalization in Salesforce Marketing Cloud, you use the `<ctrl:eval>` tag. This tag evaluates the SSJS variable and inserts its value into the content.

The correct usage is:

```
<ctrl:eval>variableName</ctrl:eval>
```

This syntax allows you to dynamically insert the value of `variableName` into the email content.

References:

Salesforce Marketing Cloud Documentation

AMPscript and SSJS Guide

NEW QUESTION # 160

A developer needs to process a payload from an external system in a CloudPage.

What Marketing Cloud Server-Side JavaScript Platform function should be used for converting a string payload in JSON format to a JavaScript object?

- A. CreateObject

- B. Stringify
- C. Base64Decode
- **D. ParseJSON**

Answer: D

Explanation:

To convert a string payload in JSON format to a JavaScript object on a CloudPage, the developer should use the ParseJSON (B) function in Marketing Cloud Server-Side JavaScript (SSJS). This function parses a JSON string and returns a corresponding JavaScript object.

Example:

```
var jsonString = '{"key1":"value1", "key2":"value2"}'; var jsonObject = Platform.Function.ParseJSON (jsonString);
```

References:
Salesforce Marketing Cloud SSJS Guide
SSJS Platform.Function.ParseJSON

NEW QUESTION # 161

A developer wants to personalize a welcome email with the recipient's first name from the Customers data extension, which is different from the targeted sending data extension named NewSubscribers. Both data extensions contain the unique identifier in a field named CustomerKey. Which AMPscript Syntax would populate the first name personalization as requested?

- A. %%=Lookup('NewSubscribers','FirstName','ContactID',CustomerKey)=%%
- B. %%=Lookup('Customers','FirstName','CustomerKey','CustomerKey')=%%
- **C. %%=Lookup('Customers','FirstName','CustomerKey',CustomerKey)=%%**
- D. %%=Lookup('Customers','FirstName','ContactID',CustomerKey)=%%

Answer: C

Explanation:

To personalize the welcome email with the recipient's first name from the Customers data extension, you use the Lookup function to retrieve the FirstName field based on the CustomerKey field.

* Lookup Function: The Lookup function retrieves a value from a specified data extension.

* Syntax:

```
%%=Lookup('Customers','FirstName','CustomerKey',CustomerKey)=%%
```

* 'Customers' is the name of the data extension from which to retrieve data.

* 'FirstName' is the field to retrieve.

* 'CustomerKey' is the field to match on.

* CustomerKey is the value to match in the 'CustomerKey' field of the 'Customers' data extension.

Salesforce AMPscript Lookup Function

NEW QUESTION # 162

A developer wants to use the Marketing Cloud SOAP API to retrieve which subscribers were sent a particular email. Which SOAP API object should be used?

- A. LinkSend
- **B. SentEvent**
- C. ListSend
- D. Send

Answer: B

Explanation:

To retrieve which subscribers were sent a particular email using the Marketing Cloud SOAP API, the developer should use the SentEvent (C) SOAP API object. This object records the event when an email is successfully sent to a subscriber.

References:

Salesforce Marketing Cloud SOAP API
SentEvent Object

NEW QUESTION # 163

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