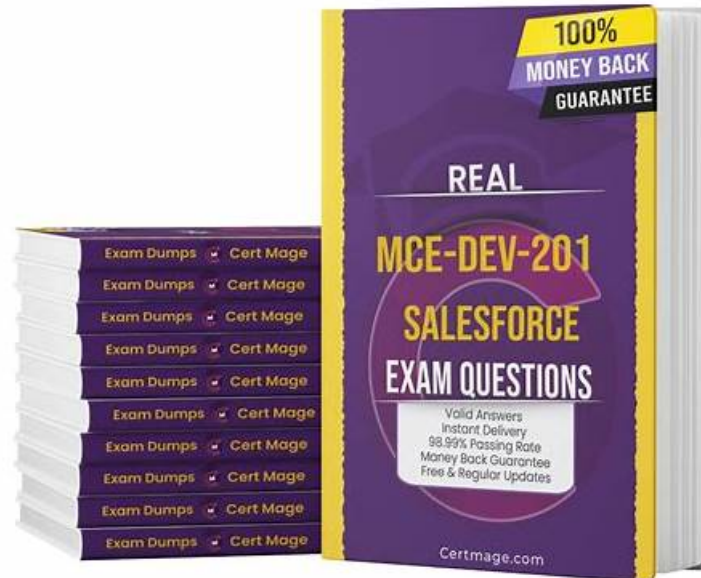


MCE-Dev-201 Exam Tips - MCE-Dev-201 Reliable Dumps Files



Will you feel nervous for your exam? If you do, you can choose us, we will help you reduce your nerves as well as increase your confidence for the exam. MCE-Dev-201 Soft test engine can simulate the real exam environment, so that you can know the procedure for the exam, and your confidence for the exam will be strengthened. In addition, we offer you free demo to have try before buying, so that you can know the form of the complete version. Free update for one year is available for MCE-Dev-201 Exam Materials, and you can know the latest version through the update version. The update version for MCE-Dev-201 training materials will be sent to your email automatically.

Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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">• 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 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.

MCE-Dev-201 Reliable Dumps Files & MCE-Dev-201 Reliable Exam Braindumps

As long as you choose our MCE-Dev-201 exam questions, we are the family. From the time you purchase, use, and pass the exam, we will be with you all the time. You can seek our help on our MCE-Dev-201 practice questions anytime, anywhere. As long as you are convenient, you can contact us by email. If you have experienced a very urgent problem while using MCE-Dev-201 Exam simulating, you can immediately contact online customer service. And we will solve the problem for you right away.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q142-Q147):

NEW QUESTION # 142

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

Answer: A

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 # 143

A developer needs to write AMPscript to ensure the expiration date on a coupon is the last day of the month. What would produce the desired result?

- A. Use the date format string for last day of month within FormatDate
- B. Add 30 days using DateAdd to now
- C. Add one month using DateAdd to now
- D. Find the first day of next month and subtract one day

Answer: D

Explanation:

To ensure the expiration date on a coupon is the last day of the month, the developer should find the first day of the next month and subtract one day (A). This approach guarantees that the expiration date is set to the last day of the current month.

Example AMPscript:

```
SET @firstDayNextMonth = DateAdd(DatePart(Now(), "MM"), 1, "M") SET @lastDayCurrentMonth =
```

```
DateAdd(@firstDayNextMonth, -1, "D")
```

 References:

Salesforce Marketing Cloud AMPscript Guide

Salesforce Marketing Cloud Documentation

NEW QUESTION # 144

A developer wants to review the available properties for using the DataExtensionField SOAP API object. Where could the developer find this information

- A. Contact Support and request the information
- **B. Developer Center at <https://developer.salesforce.com>**
- C. Open the Object Inspector in the Salesforce Developer Console

Answer: B

Explanation:

The developer can find information about the available properties for the DataExtensionField SOAP API object in the Developer Center at <https://developer.salesforce.com> (B). The Developer Center provides comprehensive documentation and reference materials for Salesforce APIs, including the SOAP API.

References:

Salesforce Developer Center

SOAP API DataExtensionField Object

NEW QUESTION # 145

NTO wants use Personally Identifiable Information (PII) data to personalize email communications, but does not want to store PII data in Marketing Cloud. Which feature could they use to personalize emails from an external data source?

- **A. Tokenized Sending**
- B. External Objects
- C. Salesforce Shield
- D. Single Sign-On

Answer: A

NEW QUESTION # 146

A marketer is sending an email with dynamic content contained in a series of conditionals.

Which AMPscript function should be used to track the different versions of the content within the email?

- **A. BeginImpressionRegion**
- B. ContentArea
- C. ContentBlockName
- D. ContentAreaByName

Answer: A

Explanation:

To track different versions of content within an email using dynamic content contained in a series of conditionals, the marketer should use the BeginImpressionRegion AMPscript function. This function marks the beginning of a region of content to track impressions, making it easier to analyze which versions of the content were viewed.

References:

Salesforce Marketing Cloud AMPscript Guide: BeginImpressionRegion

Tracking Dynamic Content in Emails

NEW QUESTION # 147

.....

As is known to us, perfect after-sales service for buyers is a very high value. Our MCE-Dev-201 guide torrent not only has the high quality and efficiency but also the perfect service system after sale. If you decide to buy our MCE-Dev-201 test torrent, we would like to offer you 24-hour online efficient service, you have the right to communicate with us without any worries at any time you need, and you will receive a reply, we are glad to answer your any question about our MCE-Dev-201 Guide Torrent. You have the right to communicate with us by online contacts or by an email. The high quality and the perfect service system after sale of our MCE-Dev-201 exam questions have been approbated by our local and international customers. So you can rest assured to buy.

MCE-Dev-201 Reliable Dumps Files: <https://www.examsreviews.com/MCE-Dev-201-pass4sure-exam-review.html>

- [illegible]