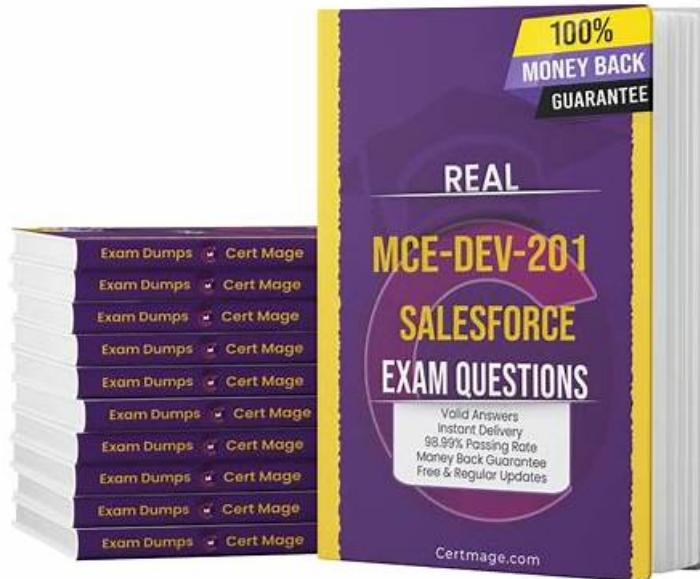


MCE-Dev-201 Exam Tips - MCE-Dev-201 Reliable Dumps Files



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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.

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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](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

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