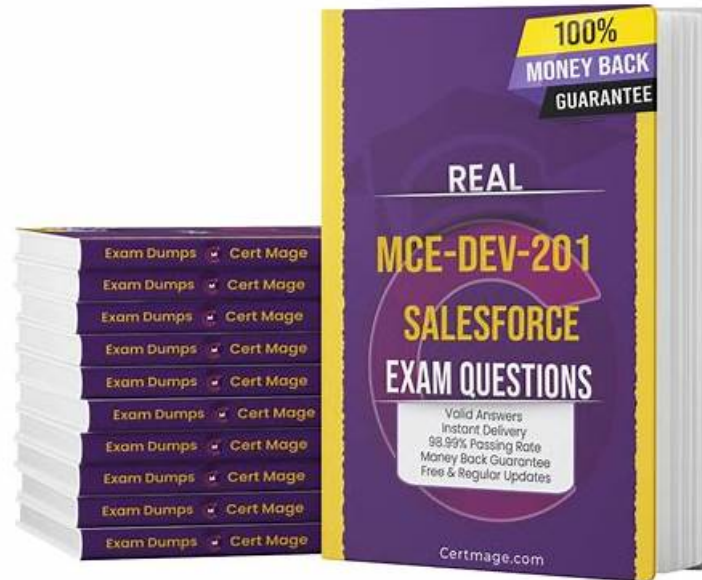


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Salesforce MCE-Dev-201 Exam Syllabus Topics:

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"> • Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.
Topic 4	<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.

- 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.

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q136-Q141):

NEW QUESTION # 136

A developer wants to set a variable to use a field from a Sendable Data Extension.

Which two options could be used in an AMPscript block to set the variable as a "First Name" field from a Sendable Data Extension used to send the email? Choose 2 answers

- A. SET @firstName = attributeValue ("First Name")
- B. SET @firstName = %%First Name%%
- C. SET @firstName = "First Name"]
- D. SET @firstName = [First Name]

Answer: A,B

Explanation:

To set a variable to use a field from a Sendable Data Extension in an AMPscript block, the following options can be used:

* SET @firstName = %%First Name%% (B) - This syntax directly references the field value within AMPscript.

* SET @firstName = AttributeValue("First Name") (C) - This function retrieves the value of the specified attribute (field) for the current subscriber context.

References:

Salesforce Marketing Cloud AMPscript Guide

AttributeValue Function

NEW QUESTION # 137

A developer identified duplicate contacts and wants to delete roughly 10 million subscribers using Contact Delete. How could the process be expedited?

- A. Delete any unnecessary Sendable Data Extensions
- B. Stop the current delete process and delete smaller groups
- C. Manually delete subscribers in All Contacts
- D. Change the Suppression value to a larger value

Answer: D

Explanation:

To expedite the process of deleting roughly 10 million subscribers using Contact Delete, the developer should change the Suppression value to a larger value (A). Increasing the suppression period helps in reducing the time taken for the deletion process as it allows the system to handle more deletions at once, thus speeding up the overall process.

References:

Salesforce Marketing Cloud Documentation on Contact Delete

NEW QUESTION # 138

A developer needs to display a value which has been calculated using an AMPscript block. This value is stored in the variable named 'Label'.

Which two ways should the developer display this value in the body of an email? Choose 2 answers

- A. %%`(Write (@Label))` 1%%
- B. %%`@Label`%%
- C. %%`-v(@Label)` -%%
- D. `<ctrl:vr name=@Label />`

Answer: B,C

NEW QUESTION # 139

A company has chosen to use the REST API for triggered sends, but they continue to get the following error during their testing: "Unable to queue Triggered Send request. There are no valid subscribers." They were informed that the SOAP API provides more information about the error, and found that their payload did not include a required data extension field.

Which element of the SOAP API response provides this level of detail?

- A. OverallStatus
- B. ErrorCode
- C. ErrorDescription

Answer: C

Explanation:

In the SOAP API response, the element that provides detailed information about the error, including missing required data extension fields, is ErrorDescription (A). This element contains a description of the error, helping developers understand and resolve the issue.

References:

Salesforce Marketing Cloud SOAP API

SOAP API Error Handling

NEW QUESTION # 140

A developer is troubleshooting why an API client Id and client_secret are authenticating yet failing to access data from a child business unit.

What should be checked to validate the installed package can access the child business unit data?

- A. The Installed Package has access to the selected child business unit
- B. The account id and parent MID are included in the authorization call
- C. The Installed Package has full Enterprise access to all available child business units

Answer: A

Explanation:

To ensure that an installed package can access data from a child business unit, verify that the package has been granted access to the specific child business unit. This is configured during the package setup and permissions assignment.

Salesforce Installed Packages and Business Unit Access

NEW QUESTION # 141

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