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You can also customize your Salesforce Certified Marketing Cloud Engagement Developer (MCE-Dev-201) exam dumps as per your needs. We believe that this assessment of preparation is essential to ensuring that you strengthen the concepts you need to succeed. Based on the results of your self-assessment tests, you can focus on the areas that need the most improvement.

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">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 3	<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 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"> • 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.

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q169-Q174):

NEW QUESTION # 169

A developer needs to determine why a Query Activity in an Automation has failed.
Which three scenarios could have caused this? Choose 3 answers

- A. The query is not returning a value for a non-nullable field.
- B. The query is inserting a value that is larger than the size of a field.
- C. The query takes more than 60 minutes to run.
- D. The query results in duplicate rows not allowed by the primary key.
- E. The query is returning more than one million rows.

Answer: B,C,D

Explanation:

A Query Activity in an Automation can fail for several reasons, including:

- * The query takes more than 60 minutes to run (A) - Long-running queries are subject to timeouts, which can cause the query to fail.
- * The query results in duplicate rows not allowed by the primary key (C) - If the query attempts to insert duplicate rows into a data extension that has a primary key constraint, it will fail.
- * The query is inserting a value that is larger than the size of a field (E) - If the query attempts to insert data that exceeds the field size limits, it will result in an error.

References:

[Salesforce Marketing Cloud Query Activity](#)

[Salesforce Marketing Cloud SQL Best Practices](#)

NEW QUESTION # 170

A company needs to retrieve a large number of rows from a data extension via the API.

Which two solutions would optimize the performance?

Choose 2 answers

- A. Use the REST API instead of the SOAP API.
- B. Use a SimpleFilterPart to retrieve small sets of relevant data.
- C. Use the AMPscript API functions on a CloudPage.
- D. Use the ContinueRequest feature.

Answer: A,D

Explanation:

To optimize the performance when retrieving a large number of rows from a data extension via the API, the following solutions can be used:

- * Use the REST API instead of the SOAP API (A) - The REST API generally offers better performance for data retrieval operations compared to the SOAP API.
- * Use the ContinueRequest feature (C) - This feature allows for the pagination of results, enabling the retrieval of large datasets in manageable chunks.

References:

[Salesforce Marketing Cloud REST API](#)

[Salesforce Marketing Cloud SOAP API ContinueRequest](#)

NEW QUESTION # 171

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. ContentBlockName
- C. ContentArea
- 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 # 172

A sendable data extension with a text field named 'Balance' contains the value \$6.96 for a particular record.

The following AMPscript statement is included in an email:

```
IF (Balance > 6.00) THEN  
SET @Result = 'Balance is more than $6.00'  
ENDIF
```

Why would this IF statement yield unintended results?

- [A. The operands are not the same data type.](#)
- B. Balance is a protected keyword.
- C. The comparison should use the < operator.
- D. Double quotes should be used instead of single quotes.

Answer: A

Explanation:

The Balance field is a text field and contains the value "S6.96", which is a string. The IF statement is comparing a string with a numeric value (6.00). Since the operands are not of the same data type, this can yield unintended results. To correctly compare the balance, the string should be converted to a numeric value.

* Example:

```
%%[ SET @Balance = "6.96" /* Simulating text field value */ IF (Value(@Balance) > 6.00) THEN SET  
@Result = 'Balance is more than $6.00' ENDIF ]%%
```

[Salesforce AMPscript Data Types and Conversion](#)

NEW QUESTION # 173

A developer is making an API REST call to trigger an email send. An accesstoken is used to authenticate the call. How long are Marketing Cloud v1 access tokens valid?

- A. Access tokens expire after one hour.
- B. REST calls do not require an access token.
- C. Each API call requires a new access token.
- D. Access tokens expire after 24 hours.

Answer: A

Explanation:

In Salesforce Marketing Cloud, access tokens are valid for one hour (D). After one hour, a new access token must be obtained to continue making API calls. This ensures security and helps manage the lifespan of tokens effectively.

References:

Salesforce Marketing Cloud API Authentication
Salesforce Marketing Cloud REST API Overview

NEW QUESTION # 174

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