

MCE-Dev-201 dumps: Salesforce Certified Marketing Cloud Engagement Developer & MCE-Dev-201 exam VCE



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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 (Q97-Q102):

NEW QUESTION # 97

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

Answer: D

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 # 98

Which two ways would a developer write an Exclusion Script to exclude sending an email at send time when comparing against a Boolean field in the Sendable Data Extension?

Choose 2 answers

- A. `%%SendBool < 1`
- B. `%%=Lookup('Excluded', SendBool!._Subscribekey!._Subscribekey) = %%`
- C. `%%SendBool!%%`
- D. `%%=Lookup('Excluded', SendBool!.Subscribekey!._Subscribekey) = %%`

Answer: A,D

Explanation:

To write an Exclusion Script to exclude sending an email at send time when comparing against a Boolean field in the Sendable Data Extension, the developer can use:

* `%%SendBool < 1` (B) - This script directly checks if the Boolean field SendBool is less than 1, effectively excluding records where the field is false.

* `%%=Lookup('Excluded', 'SendBool!', 'Subscribekey', '_Subscribekey') = false` (C) - This script performs a lookup to check the value of SendBool in the 'Excluded' data extension, comparing it against the Subscribekey. If the value is false, the email is excluded.

References:

AMPscript Guide

Salesforce Marketing Cloud Documentation

NEW QUESTION # 99

Which action could the RaiseError AMPscript function be configured to perform?

- A. Delete the subscriber record
- B. Update the subscriber's status
- C. Log the source of the error

Answer: C

Explanation:

The RaiseError AMPscript function can be configured to log the source of the error (C). This functionality is useful for error handling and debugging, allowing administrators to identify the cause of an issue and take appropriate action.

References:

Salesforce Marketing Cloud AMPscript Guide: RaiseError

NEW QUESTION # 100

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

Answer: A,B

NEW QUESTION # 101

A developer started a Contact Delete process that is now complete.

In which two places would the Contact Delete process remove data? Choose 2 answers

- A. Mobile Lists
- B. Non-Sendable Data Extensions
- C. Sendable Data Extensions
- D. Import Files on the Enhanced SFTP

Answer: A,C

Explanation:

The Contact Delete process in Marketing Cloud removes contact data from various locations to ensure complete deletion. This includes both sendable data extensions and mobile lists.

* Sendable Data Extensions: The Contact Delete process will remove contact data from sendable data extensions, ensuring that the contact is no longer present in any data used for sending.

* Mobile Lists: Contact data will also be removed from mobile lists, ensuring that the contact is fully deleted across all communication channels.

Salesforce Contact Deletion Process

NEW QUESTION # 102

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