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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 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 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 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.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q57-Q62):

NEW QUESTION # 57

A developer wants to delete a batch of subscribers from Marketing Cloud. The developer performs a Contact Delete on a batch of records in a data extension in Contact Builder. Which scenario would cause subscriber records to remain in the data extension?

- A. Contact Delete process does not delete rows from data extensions
- B. Non-sendable data extension with SubscriberKey field
- C. Sendable data extension with SubscriberKey and EmailAddress fields
- D. Sendable data extension with SubscriberKey field

Answer: A

Explanation:

The Contact Delete process in Marketing Cloud removes contact data from the contact model but does not remove records from the data extensions themselves.

* Contact Delete Process: When you perform a Contact Delete in Contact Builder, it removes the contact data from the contact model but leaves the actual rows in the data extensions intact.

Salesforce Contact Deletion Process

NEW QUESTION # 58

NTO wants to exclude sends to specific subscribers based on a business rule, which is defined in an Exclusion Script. Which three types of sends would support this functionality? Choose 3

- A. Content Builder Send Flow
- B. Automation Studio Send Email Activity
- C. Journey Builder Send Email Activity
- D. Journey Builder Send SMS Activity
- E. Send Marketing Cloud Email in Sales or Service Cloud

Answer: A,B,C

Explanation:

Exclusion Scripts are used to exclude subscribers from email sends based on specific criteria. This functionality can be applied in various sending scenarios within Salesforce Marketing Cloud.

* Journey Builder Send Email Activity: In Journey Builder, exclusion scripts can be applied to Email Activities to ensure specific subscribers are excluded based on the business rules.

Salesforce Journey Builder Email Activity

Content Builder Send Flow: When sending emails through Content Builder, exclusion scripts can be used to filter out subscribers who meet the exclusion criteria.

Reference: Salesforce Content Builder Send Flow

Automation Studio Send Email Activity: In Automation Studio, email send activities can utilize exclusion scripts to exclude specific subscribers.

Reference: Salesforce Automation Studio Send Email

NEW QUESTION # 59

Certification Aid wants to import data from a CSV file into a Data Extension. The CSV file contains all relevant data. New records should be added to the Data Extension, and records which are not in the file should be removed from the Data Extension. Which import operation should be chosen for this? Choose 1.

- A. Add and update
- **B. Overwrite**
- C. Update only
- D. Add only

Answer: B

Explanation:

The "Overwrite" import operation is used when you want to completely replace the contents of a Data Extension with the contents of the import file. This operation adds new records from the file and removes any records that are not present in the file.

* Overwrite Operation: This will ensure that the Data Extension contains only the records present in the CSV file. Any existing records in the Data Extension that are not in the file will be deleted.

Salesforce Marketing Cloud Import Activity

NEW QUESTION # 60

A developer needs to process a payload from an external system in a CloudPage.

What Marketing Cloud Server-Side JavaScript Platform function should be used for converting a string payload in JSON format to a JavaScript object?

- A. Base64Decode
- **B. ParseJSON**
- C. Stringify
- D. CreateObject

Answer: B

Explanation:

To convert a string payload in JSON format to a JavaScript object on a CloudPage, the developer should use the ParseJSON (B) function in Marketing Cloud Server-Side JavaScript (SSJS). This function parses a JSON string and returns a corresponding JavaScript object.

Example:

```
var jsonString = '{"key1": "value1", "key2": "value2"}'; var jsonObject = Platform.Function.ParseJSON (jsonString);
```

References:

Salesforce Marketing Cloud SSJS Guide
SSJS Platform.Function.ParseJSON

NEW QUESTION # 61

Which aspect should a developer consider before creating an Server-to-Server Installed Package and associated API Integration in Marketing Cloud?

- A. Using an Installed Package, APIs will have access to resources in all Business Units.
- **B. Scope (Permissions) must be specifically granted when creating an API Integration component inside an Installed Package.**
- C. Scope (Permissions) will be granted based on the User who is creating the Installed Package.

Answer: B

