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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.
Topic 3	• 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	• 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 5	• 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.

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q183-Q188):

NEW QUESTION # 183
A developer is notified the View Email As Web Page (VAWP) link, when clicked, displays the message, The system is temporarily unavailable. We apologize for any inconvenience. Please try again later.
What could be a possible cause for the error

- A. The sender profile used at the time of send was overwritten.
- B. The data extension used at the time of send was moved to another folder.
- C. The email used at the time of send was deleted, updated, or moved.
- D. The data in the data extensions used at the time of send was overwritten.

Answer: C

Explanation:
The "View Email As Web Page" (VAWP) link relies on the original email content being available. If the email used at the time of send was deleted, updated, or moved, the link will not be able to retrieve and display the content, resulting in the error message.
Salesforce VAWP Documentation

NEW QUESTION # 184
A particular data extension need to be configured to store six months of data.
How should data retention be added to the data extension in Email Studio?

- A. Import a file to overwrite the rows with six months of data
- B. Run a query to overwrite the rows with six months of data
- C. Update the data extension configuration to include data retention settings.
- D. Create a new data extension that includes data retention settings

Answer: C

Explanation:
To configure a data extension to store data for six months, you should update the data extension configuration to include data retention settings.
* Data Retention Settings: You can configure data retention directly within the data extension settings in Email Studio to specify how long data should be retained. This ensures that data older than the specified period is automatically deleted.
* Go to Email Studio -> Subscribers -> Data Extensions.
* Select the data extension you want to configure.
* Click on "Properties".
* Under "Data Retention", set the retention period to six months and define the retention settings accordingly.
Salesforce Data Extension Retention Settings

NEW QUESTION # 185
How many month of data can a developer query from the tracking data views (_Sent, _Open, _Click)?

- A. 12 Months
- B. There is no limit

- C. One Month
- D. Six Months

Answer: D

Explanation:
The tracking data views in Salesforce Marketing Cloud, such as _Sent, _Open, and _Click, store data for a limited period.
* Data Retention Period: Salesforce Marketing Cloud retains tracking data for up to six months in the data views. This means that developers can query up to six months of tracking data using these views.
Salesforce Marketing Cloud Data Views

NEW QUESTION # 186
A developer is using the legacy endpoint www.exacttargetapis.com and hasbeen asked to switch to Tenant Specific Endpoints (TSEs). What is a benefit of switching to TSEs?

- A. API calls will no longer fail
- B. Improved API performance
- C. A longer lasting OAuth token
- D. Gain access to TSE-specific REST routes

Answer: B

Explanation:
Switching to Tenant Specific Endpoints (TSEs) provides the benefit of improved API performance (D).
Tenant Specific Endpoints are designed to provide optimized performance by ensuring that API calls are routed through endpoints that are dedicated to a specific tenant, reducing latency and potential congestion issues associated with shared endpoints.
References:
Salesforce Marketing Cloud Tenant Specific Endpoints
API Best Practices

NEW QUESTION # 187
Certification Aid wants to include SSJS in an email message. Which code block can be used for this? Choose 2.

- A. <script language=ssjs></script>
- B. <script language=javascript></script>
- C. <script runat=server></script>
- D. <script runat=serverlanguage=javascript></script>

Answer: C,D

Explanation:
To include Server-Side JavaScript (SSJS) in an email message, you need to use the <script> tag with the runat="server" attribute. This ensures that the script runs on the server side before the email is sent.
* <script runat=server></script>: This is a valid way to include SSJS in an email. It specifies that the enclosed code should be executed on the server.
<script runat="server"> Platform.Load("Core","1"); var rows = Platform.Function.LookupRows ("DataExtensionName", "EmailAddress", "example@example.com"); </script> Salesforce SSJS Documentation
<script runat=server language=javascript></script>: This is another valid syntax. It specifies that the code within the script tag is JavaScript and should run on the server.
<script runat="server" language="javascript"> Platform.Load("Core","1"); var rows = Platform.Function.
LookupRows("DataExtensionName", "EmailAddress", "example@example.com"); </script> Reference: Salesforce SSJS Documentation

NEW QUESTION # 188
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201 reliable exam guide review rather than pay attention on old-version materials. You can regard old-version materials as practice questions to improve your basic knowledge. If you are searching the valid MCE-Dev-201 Reliable Exam Guide review which includes questions and answer of the real test, our products will be your only choice.

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