

Free PDF Quiz 2026 Salesforce Newest MCE-Dev-201: Salesforce Certified Marketing Cloud Engagement Developer Customizable Exam Mode



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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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">• 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 (Q112-Q117):

NEW QUESTION # 112

A developer receives a request to integrate Marketing Cloud with a lead capture tool. The lead capture tool will call the Marketing Cloud API to create a data extension every time a new lead form is published. The created data extension's name should match the name of the form exactly.

Which API feature could the developer use to dynamically create these data extensions?

- A. Creating the data extension using API is not possible
- B. REST API using POST on the /data/v1/customobjectdata/ endpoint
- C. SOAP API using Create Method and the DataExtension Object
- D. REST API using POST on the /interaction/v1/EventDefinitions endpoint with Schema populated

Answer: C

Explanation:

To dynamically create data extensions in Marketing Cloud, the developer should use the SOAP API using the Create method and the DataExtension object (A). This allows for the creation of data extensions with dynamic names and structures.

References:

Salesforce Marketing Cloud SOAP API

Salesforce Marketing Cloud DataExtension Object

NEW QUESTION # 113

A developer wants to expand the functionality of existing code which was written in AMPscript, but prefers to use Server-Side JavaScript (SSJS) for updates.

Which SSJS statement will retrieve the value of the AMPscript variable named subKey?

- A. `Var.Get("subKey");`
- B. `Variable.GetTValue("@subKey");`
- C. `Var.Retrieve("@subKey");`
- D. `Variable.SetValue("subKey", "Value");`

Answer: A

Explanation:

To retrieve the value of the AMPscript variable named subKey in Server-Side JavaScript (SSJS), the following statement should be used:

```
Var.Get("subKey");
```

This statement retrieves the value of the specified AMPscript variable within SSJS.

References:

Salesforce Marketing Cloud SSJS Guide

AMPscript and SSJS Integration

NEW QUESTION # 114

A developer is configuring a new Marketing Cloud account and has decided to use a unique 10-digit integer as each customer's Contact Key.

Which data type should be used when representing the value of Contact Key?

- A. Number
- B. Decimal
- C. Text

Answer: C

Explanation:

In Marketing Cloud, the Contact Key should be represented as a Text data type, even if it is a numeric value.

This is because using the Text data type avoids issues related to numeric value formatting and allows for greater flexibility in handling the values.

Salesforce Contact Builder Best Practices

NEW QUESTION # 115

A developer wants to create a JavaScript Web Token using a key from Key Management.

What function should the developer use?

- A. GeUWT()
- B. ContentBlockByKey()
- C. GetJWTByKeyName()
- D. RegExMatch()

Answer: C

Explanation:

To create a JavaScript Web Token (JWT) using a key from Key Management in Salesforce Marketing Cloud, the GetJWTByKeyName function should be used. This function generates a JWT using the specified key from Key Management.
Salesforce JWT Documentation

NEW QUESTION # 116

Certification Aid wants to implement a custom profile center using SOAP API. Which SOAP API methods are relevant to achieve this? Choose 2.

- A. Describe
- B. Update
- C. Configure
- D. Extract

Answer: A,B

Explanation:

To implement a custom profile center using SOAP API, the relevant SOAP API methods are:

* Describe (B) - This method is used to retrieve metadata about objects, such as their fields and properties. It is useful for understanding the structure of the data you are working with.

* Update (C) - This method is used to update existing records in Marketing Cloud. It is essential for modifying subscriber data in the custom profile center.

References:

Salesforce Marketing Cloud SOAP API Methods

Custom Profile Center Implementation

NEW QUESTION # 117

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