

# Dump MCE-Dev-201 Collection & Valid Test MCE-Dev-201 Testking



The content of our study materials is easy to be mastered and has simplified the important information. Our MCE-Dev-201 test questions convey more important information with less questions and answers and thus make the learning relaxing and efficient. The software boosts self-learning and self-assessment functions to check the results of the learning. The software can help the learners find the weak links and deal with them. Our MCE-Dev-201 Test Questions boost timing function and the function to stimulate the exam. Our MCE-Dev-201 exam materials have simplified the complicated notions and add the instances , the stimulation and the diagrams to explain any contents which are hard to explain. So you can enjoy the service of high quality and pass the exam successfully.

## Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 5	<ul style="list-style-type: none"><li>• 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.</li></ul>

## Dump MCE-Dev-201 Collection - 100% Real Questions Pool

Our MCE-Dev-201 study braindumps for the overwhelming majority of users provide a powerful platform for the users to share. Here, the all users of the MCE-Dev-201 exam questions can through own ID number to log on to the platform and other users to share and exchange, each other to solve their difficulties in study or life. The MCE-Dev-201 Prep Guide provides user with not only a learning environment, but also create a learning atmosphere like home. And our MCE-Dev-201 exam questions will help you obtain the certification for sure.

### Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q160-Q165):

#### NEW QUESTION # 160

A developer is building a landing page in Marketing Cloud and an email with a Call-To page will display personal information about the subscriber.

In which way could the developer create the CTA link?

- **A. Use the AMPscript CloudPagesURLfunction.**
- B. Append SubscriberKey to the URL as an encoded parameter.
- C. Append EmailAddress to the URL as an encoded parameter.

**Answer: A**

Explanation:

To create a Call-To-Action (CTA) link in an email that will display personal information about the subscriber on a landing page, the developer should use the AMPscript CloudPagesURL function (A). This function generates a URL for a CloudPage and can include parameters such as SubscriberKey or EmailAddress, which will be passed to the landing page securely.

Example usage:

```
rectTo(@url)=%%">View Your Information</a>
```

This ensures that the SubscriberKey is securely passed to the CloudPage without exposing it directly in the URL.

References:

Salesforce Marketing Cloud AMPscript Guide: CloudPagesURL

Salesforce Marketing Cloud Documentation

#### NEW QUESTION # 161

A developer identified duplicate contacts and wants to delete roughly 10 million subscribers using Contact Delete. How could the process be expedited?

- A. Delete any unnecessary Sendable Data Extensions
- **B. Change the Suppression value to a larger value**
- C. Manually delete subscribers in All Contacts
- D. Stop the current delete process and delete smaller groups

**Answer: B**

Explanation:

To expedite the process of deleting roughly 10 million subscribers using Contact Delete, the developer should change the Suppression value to a larger value (A). Increasing the suppression period helps in reducing the time taken for the deletion process as it allows the system to handle more deletions at once, thus speeding up the overall process.

References:

Salesforce Marketing Cloud Documentation on Contact Delete

Marketing Cloud Contact Deletion Best Practices

#### NEW QUESTION # 162

A doctor's office creates Populations for staff, patients and vendors. What is the maximum number of Populations that should be created to ensure performance?

- A. Five
- B. Unlimited
- **C. One**
- D. Three

**Answer: C**

Explanation:

To ensure performance, it is recommended to create one Population (D). Creating multiple populations can lead to complexity and performance issues. Having a single population helps in managing contacts efficiently and reduces the overhead on the system.

References:

Salesforce Marketing Cloud Documentation on Populations  
Contact Builder Overview

#### NEW QUESTION # 163

A marketer is troubleshooting why an email send's tracking information is not available in Sales Cloud. The marketer confirms MarketingCloud Connect is installed properly. What should be confirmed next to continue troubleshooting the send's tracking information?

- A. The audience was built using a Triggered Send Data Extension template
- B. The tracking destination folder was set to My Tracking
- **C. The audience was a Salesforce Data Extension containing the appropriate SFID**
- D. The email was sent to the All Subscribers list

**Answer: C**

Explanation:

If the email send's tracking information is not available in Sales Cloud, the next step is to confirm that the audience was a Salesforce Data Extension containing the appropriate Salesforce ID (SFID).

\* Salesforce Data Extension: Ensure that the data extension used for the send is a Salesforce Data Extension that includes the appropriate SFID for each subscriber. This is crucial for the integration to correctly match the tracking data with the Salesforce records.

Salesforce Marketing Cloud Connect Troubleshooting

#### NEW QUESTION # 164

Where can the SSJS Core library be used? Choose 2.

- **A. Marketing Cloud apps**
- B. SMS messages
- C. Email messages
- **D. Landing pages**

**Answer: A,D**

#### NEW QUESTION # 165

.....

As is known to us, the quality is an essential standard for a lot of people consuming movements, and the high quality of the MCE-Dev-201 study materials is always reflected in the efficiency. We are glad to tell you that the MCE-Dev-201 study materials from our company have a high quality and efficiency. If you decide to choose our study materials as you first study tool, it will be very possible for you to pass the MCE-Dev-201 Exam successfully, and then you will get the related certification in a short time.

**Valid Test MCE-Dev-201 Testking:** <https://www.examprepaway.com/Salesforce/braindumps.MCE-Dev-201.etc.file.html>

- MCE-Dev-201 Reliable Exam Blueprint ☐ Composite Test MCE-Dev-201 Price ☐ MCE-Dev-201 Exam Quizzes ☐

[illegible]