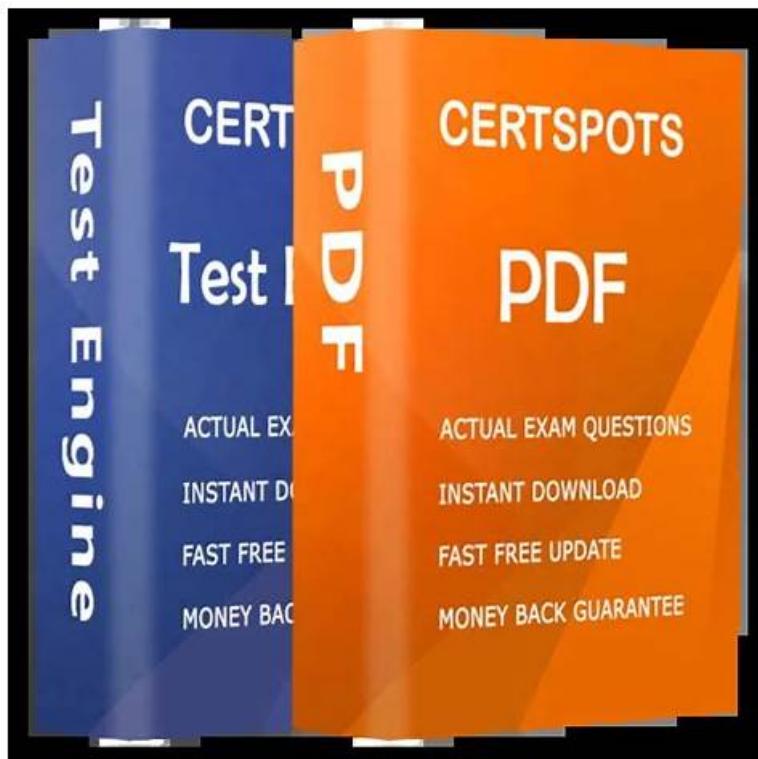


# Dump MCE-Dev-201 Collection & Valid Test MCE-Dev-201 Testking



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## 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

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### 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 SubscnberKey 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

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