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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">• 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 5	<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.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q153-Q158):

NEW QUESTION # 153

A developer needs to add From Addresses to Marketing Cloud and wants to ensure they are verified before being used for sending. Which tworoutes would allow this?

Choose 2 answers

- A. POST/messaging/v1/push/domain/verification
- B. POST /messaging/v1/dataevents/domainverification
- C. POST /messaging/v1/domainverification
- D. POST /messaging/v1/domainverification/bulk/insert

Answer: C,D

Explanation:

To add and verify From Addresses in Marketing Cloud, you can use the following routes:

* POST /messaging/v1/domainverification: This endpoint is used to verify a single domain.

* POST /messaging/v1/domainverification/bulk/insert: This endpoint is used to verify multiple domains in bulk.

Salesforce Domain Verification API

NEW QUESTION # 154

A company need to retrieve a large number of rows from a DE via the API. Which two solutions would optimize the performance?

Choose2

- A. Use a SimpleFilterPart to retrieve small sets of relevant data.
- B. Use AMPscript API functions on a CloudPage
- C. Use the ContinueRequest feature

- D. Use the REST API instead of the SOAP API

Answer: A,C

Explanation:

To optimize the performance when retrieving a large number of rows from a Data Extension via the API:

* Use a SimpleFilterPart to retrieve small sets of relevant data (A) - This approach helps in fetching only the necessary data by applying filters, thus reducing the amount of data transferred and processed.

* Use the ContinueRequest feature (C) - This feature in the SOAP API allows for pagination of results, making it possible to handle large sets of data in manageable chunks.

References:

Salesforce Marketing Cloud API

Salesforce Marketing Cloud ContinueRequest

NEW QUESTION # 155

New subscribers at Northern Trail Outfitters (NTO) are added to a data extension. NTO would like to send these subscribers a welcome series with Journey Builder.

What would allow the data extension to be selected for journey entry?

- A. The Triggered Send Template must be used to create the data extension.
- B. The data extension must contain a field of the EmailAddress data type.
- C. At least one Campaign must be associated to the data extension.
- **D. The data extension must be configured for sending.**

Answer: D

Explanation:

For a data extension to be selected for journey entry in Journey Builder, it must be configured for sending.

This configuration ensures that the data extension is recognized as a source for sending communications.

* Configure for Sending: When creating or editing a data extension, ensure that it is set as "Sendable." This involves specifying the appropriate fields for sending, such as Subscriber Key and Email Address.

Salesforce Journey Builder Data Extension Configuration

NEW QUESTION # 156

A developer wants to email a subscriber who is currently being processed for a Contact Deletion request.

When could the Contact be reintroduced after a Contact Delete operation has started?

- **A. After deletion is fully complete**
- B. Anytime
- C. 14 days after deletion process is complete
- D. Never

Answer: A

Explanation:

A Contact can be reintroduced into the system only after the deletion is fully complete. The Contact Delete process in Salesforce Marketing Cloud is designed to ensure that all references and data associated with the contact are thoroughly removed.

Reintroducing the contact before the process is fully complete would disrupt this cleanup process and potentially lead to data integrity issues.

References:

Salesforce Marketing Cloud Documentation on Contact Deletion

Salesforce Marketing Cloud Contact Builder

NEW QUESTION # 157

A developer needs to use the 'contacts/' route of the REST API to update records in a data extension.

What should the developer verify before making the API call?

- A. Each contact should already exist in All Subscribers.

- B. Journey Builder should be configured to use the data extension.
- **C. The data extension should be linked in an AttributeGroup in Contact Builder.**
- D. Contact Key should be equal to Subscriber Key in the underlying data extensions to ensure proper joining.

Answer: C

Explanation:

Before using the 'contacts/' route of the REST API to update records in a data extension, the developer should verify that the data extension should be linked in an AttributeGroup in Contact Builder (D). This ensures that the data extension is part of the contact model and can be accessed and updated using the REST API.

References:

Salesforce Marketing Cloud REST API

Contact Builder and Attribute Groups

Questions no: 153 Verified answer: D Comprehensive Detailed Step by Step Explanation with References: To ensure a blank email will not be sent when creating a complex dynamic email with multiple sections and content blocks, the developer should confirm every version has default content (D). This practice ensures that if any dynamic content fails to load or meet the conditions, the default content will be displayed, preventing a blank email from being sent.

References:

Salesforce Marketing Cloud AMPscript Guide

Salesforce Marketing Cloud Dynamic Content Best Practices

Questions no: 154 Verified answer: D Comprehensive Detailed Step by Step Explanation with References:

When using the REST API to send emails to customers after a purchase, the developer should make a token API call and re-use the token until the token expires (D). This approach optimizes API usage by reducing the number of token requests, ensuring that the token is reused until it naturally expires, after which a new token can be requested.

References:

Salesforce Marketing Cloud API Authentication

Token Management Best Practices

Top of Form

NEW QUESTION # 158

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