

MCE-Dev-201 Practice Exam Fee, MCE-Dev-201 Reliable Test Tips



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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.
Topic 3	• 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	• 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	• 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 (Q38-Q43):

NEW QUESTION # 38

Certification Aid wants to update Contact data stored in a Data Extension using the REST API. What is required to achieve this? Choose 1.

- A. The Data Extension must be created in Email Studio.
- B. The Data Extension must be sendable.
- C. The Data Extension must be in a Population.
- **D. The Data Extension must be in an Attribute Group.**

Answer: D

Explanation:

To update Contact data stored in a Data Extension using the REST API, the Data Extension must be in an Attribute Group (A). This is necessary because the REST API interacts with Contact data through Attribute Groups, which organize Data Extensions and their relationships within Contact Builder.

References:

Salesforce Marketing Cloud REST API

Contact Builder and Attribute Groups

NEW QUESTION # 39

A developer is writing a query to select unique subscribers who opened any emails sent since the beginning of the previous day. Which query would provide that result?

- A. ☐
- **B. ☐**
- C. ☐

Answer: B

Explanation:

Content Builder uses the REST API to manage content within Salesforce Marketing Cloud. The REST API allows developers to create, update, retrieve, and delete content assets, making it suitable for cross-channel campaign functions.

Salesforce Content Builder API

NEW QUESTION # 40

A developer wants CloudPages to work with a REST API returning data in JavaScript Object Notation. The developer wants to efficiently ingest the data and write it to a data extension.

Which function should be used?

- **A. Server-Side JavaScript function ParseJSON**
- B. Server-Side JavaScript function Stringify
- C. AMPscript function BuildRowsetFromString
- D. AMPscript function BuildRowsetFromXML

Answer: A

Explanation:

When working with a REST API that returns data in JavaScript Object Notation (JSON) and needing to efficiently ingest the data and write it to a data extension, the developer should use the Server-Side JavaScript function ParseJSON. This function parses a JSON string and converts it into a JavaScript object, which can then be manipulated and written to a data extension.

References:

Salesforce Marketing Cloud Server-Side JavaScript Guide
SSJS ParseJSON Function

NEW QUESTION # 41

A developer wants to personalize a welcome email with the recipient's first name from the Customers data extension, which is different from the targeted sending data extension named NewSubscribers. Both data extensions contain the unique identifier in a field named CustomerKey. Which AMPscript Syntax would populate the first name personalization as requested?

- A. %%=Lookup('Customers', 'FirstName', 'ContactID', CustomerKey)=%%
- B. %%=Lookup('NewSubscribers', 'FirstName', 'ContactID', CustomerKey)=%%
- C. %%=Lookup('Customers', 'FirstName', 'CustomerKey', 'CustomerKey')=%%
- **D. %%=Lookup('Customers', 'FirstName', 'CustomerKey', CustomerKey)=%%**

Answer: D

Explanation:

To personalize the welcome email with the recipient's first name from the Customers data extension, you use the Lookup function to retrieve the FirstName field based on the CustomerKey field.

* Lookup Function: The Lookup function retrieves a value from a specified data extension.

* Syntax:

%%=Lookup('Customers', 'FirstName', 'CustomerKey', CustomerKey)=%%

* 'Customers' is the name of the data extension from which to retrieve data.

* 'FirstName' is the field to retrieve.

* 'CustomerKey' is the field to match on.

* CustomerKey is the value to match in the 'CustomerKey' field of the 'Customers' data extension.

Salesforce AMPscript Lookup Function

NEW QUESTION # 42

Northern Trail Outfitters wants to trigger follow up messages after a subscriber opens an email.

What process would they use to get real-time engagement data?

- A. WSPoxy Service
- **B. Event Notification Service**
- C. Query Activity
- D. Client-Side JavaScript

Answer: B

Explanation:

The Event Notification Service (ENS) in Salesforce Marketing Cloud provides real-time event notifications, such as email opens and clicks. Using ENS, Northern Trail Outfitters can trigger follow-up messages based on real-time engagement data.

Salesforce Event Notification Service

NEW QUESTION # 43

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