

MCE-Dev-201 Learning Materials: Salesforce Certified Marketing Cloud Engagement Developer - MCE-Dev-201 Actual Lab Questions



Salesforce MCE-Dev-201 Salesforce Certified Marketing Cloud Engagement Developer

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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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 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 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"> • 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.

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q87-Q92):

NEW QUESTION # 87

A customer wants to export send data to their SFTP. Which two automations would accomplish this? Choose 2

- A. Tracking Extract > File Transfer
- B. Tracking Extract
- C. Query (Data Views) > Data Extension Extract > File Transfer
- D. Query (Data Views) > File Transfer

Answer: A,C

Explanation:

To export send data to their SFTP, the following automations can be used:

* Tracking Extract > File Transfer (B) - This automation extracts tracking data and then transfers the file to an SFTP location.

* Query (Data Views) > Data Extension Extract > File Transfer (C) - This automation queries the data views to gather the necessary data, extracts the data from the data extension, and then transfers the file to an SFTP location.

References:

Salesforce Marketing Cloud Tracking Extract Activity

Salesforce Marketing Cloud File Transfer Activity

NEW QUESTION # 88

When appending data to links via Web Analytics Connector, which parameter should be used to track subscriber behavior?

- A. Subscriber ID
- B. Subscriber Key
- C. Email Address
- D. Contact Key

Answer: B

Explanation:

The SubscriberKey is the appropriate parameter to use when appending data to links via the Web Analytics Connector. This parameter uniquely identifies subscribers across all sends and ensures accurate tracking of subscriber behavior.

* Subscriber Key: A unique identifier for a subscriber that remains consistent across all data extensions and sends.

Salesforce Web Analytics Connector

NEW QUESTION # 89

Certification Aid wants to create Contacts in Marketing Cloud via API calls. Which API should be used for this? Choose 2.

- A. REST API
- B. Contact object
- C. POST /contacts/v1/contacts route
- D. SOAP API

Answer: A,C

Explanation:

To create contacts in Marketing Cloud via API calls, both the REST API and the specific POST route for contacts can be used:

* POST /contacts/v1/contacts route: This is a specific REST API endpoint designed to create new contacts in Marketing Cloud.

* REST API: The broader REST API provides various endpoints for managing contacts, including creation, updating, and deletion.

Salesforce Contacts API

NEW QUESTION # 90

A developer is creating a custom preference center and wants to log unsubscribe events from the CloudPage.

Which set of parameters should be captured and provided to the LogUnsubEvent Execute Call to ensure accurate unsubscribe information?

- A. EmailAddress and JobID
- B. SubscriberKey and JobID
- C. SubscriberID and BatchID
- D. SubscriberKey and BatchID

Answer: B

Explanation:

When logging unsubscribe events from a CloudPage using the LogUnsubEvent Execute Call, it's crucial to capture and provide both the SubscriberKey and the JobID. The SubscriberKey uniquely identifies the subscriber, while the JobID identifies the specific email job from which the subscriber is unsubscribing.

* SubscriberKey: Identifies the subscriber in the Marketing Cloud.

* JobID: Identifies the email job that triggered the unsubscribe event.

Salesforce LogUnsubEvent Documentation

NEW QUESTION # 91

A developer is querying data from the _Bounce data view and storing it in a data extension. They have found that sometimes the fields SMTPBounceReason and SMTPCode exceed the 4000-character limits for each field as specified in the DE schema. After consulting with the original requestor, it was decided that they could simply store the first 4000 characters for each of those fields. Which SQL function could be used for this purpose?

- A. RIGHT
- B. LEFT
- C. FIRST

Answer: B

Explanation:

To store only the first 4000 characters of the fields SMTPBounceReason and SMTPCode in a data extension, the developer should use the LEFT (C) SQL function. This function returns the specified number of characters from the beginning of a string.

Example:

```
SELECT SubscriberKey, LEFT(SMTPBounceReason, 4000) AS SMTPBounceReason, LEFT(SMTPCode, 4000) AS SMTPCode FROM _Bounce
```

References:

SQL LEFT Function

Salesforce Marketing Cloud SQL Reference

NEW QUESTION # 92

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