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1. A customer wants to limit the number of emails a subscriber receives to a maximum of one email

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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"> • 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 5	<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.

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q60-Q65):

NEW QUESTION # 60

Which two AMPscript HTTP functions allow an OAuth token to be passed in a header?
Choose 2 answers

- A. HTTPPost
- B. HTTPGet
- C. HTTPPost2
- D. HTTPGet2

Answer: C,D

Explanation:

The HTTPGet2 and HTTPPost2 functions in AMPscript allow you to include additional headers, such as an OAuth token, in your HTTP requests. These functions provide more flexibility for specifying custom headers compared to the standard HTTPGet and HTTPPost functions.

* Example:

```
SET @header = 'Authorization: Bearer your_oauth_token' SET @response = HTTPPost2("https://example.com/api", @header, "data=example")
```

Salesforce AMPscript HTTP Functions

NEW QUESTION # 61

How many month of data can a developer query from the tracking data views (_Sent, _Open, _Click)?

- A. 12 Months
- B. One Month
- C. There is no limit
- D. Six Months

Answer: D

Explanation:

The tracking data views in Salesforce Marketing Cloud, such as _Sent, _Open, and _Click, store data for a limited period.

* Data Retention Period: Salesforce Marketing Cloud retains tracking data for up to six months in the data views. This means that developers can query up to six months of tracking data using these views.
Salesforce Marketing Cloud Data Views

NEW QUESTION # 62

A developer wants to trigger an SMS message to a subscriber using a form published on CloudPages. How should the SMS message be triggered once the subscriber submits the form?

- A. InsertData AMPscript function to add the subscriber to a MobileConnect list
- B. CreateSMSConservation AMPscript function
- C. requestToken and messageContact REST API objects
- D. Outbound SMS template and Automation Send Method

Answer: C

Explanation:

To trigger an SMS message to a subscriber using a form published on CloudPages, the developer should use the requestToken and messageContact REST API objects (D). These objects can be used to authenticate and send the SMS message programmatically when the form is submitted.

References:

Salesforce Marketing Cloud MobileConnect API

Salesforce Marketing Cloud REST API

NEW QUESTION # 63

Which aspect should a developer consider before creating a Server-to-Server Installed Package and associated API Integration in Marketing Cloud?

- A. Using an Installed Package, APIs will have access to resources in all Business Units.
- B. Scope (Permissions) must be specifically granted when creating an API Integration component inside an Installed Package.
- C. Scope (Permissions) will be granted based on the User who is creating the Installed Package.

Answer: B

Explanation:

When creating a Server-to-Server Installed Package and associated API Integration in Marketing Cloud, it is essential to grant specific scopes (permissions) to the API Integration component. This ensures that the integration has the necessary access to perform its tasks without granting unnecessary permissions.

Salesforce Installed Packages and API Integrations

NEW QUESTION # 64

Which of the following statements are correct concerning Contacts and Subscribers? Choose 2.

- A. Each Contact is also a Subscriber.
- B. A Contact is subscribed to any channel.
- C. Each Subscriber is also a Contact.
- D. A Contact is subscribed to a specific channel.

Answer: C,D

Explanation:

Regarding Contacts and Subscribers in Salesforce Marketing Cloud:

* Each Subscriber is also a Contact (C) - In Marketing Cloud, a Subscriber is a type of Contact that is specifically associated with the Email channel.

* A Contact is subscribed to a specific channel (D) - A Contact can be subscribed to one or more channels, such as Email, Mobile, or Web, within Marketing Cloud.

References:

Salesforce Marketing Cloud Contacts and Subscribers

Understanding Contact Management

