



Salesforce

MCE-Dev-201 Exam

Salesforce Certified Marketing Cloud Engagement Developer

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DEMO Version

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Question 1. (Single Select)

A developer needs to identify all subscribers who were sent Job ID 420 but did not click any links. Which SQL statement would produce the desired results?

A)

```
SELECT s.SubscriberKey
FROM _Sent s
JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420
```

B)

```
SELECT s.SubscriberKey
FROM _Sent s
LEFT JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420 AND c.SubscriberKey IS NULL
```

C)

```
SELECT s.SubscriberKey
FROM _Sent s
JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420 AND c.SubscriberKey IS NULL
```

D)

```
SELECT s.SubscriberKey
FROM _Sent s
LEFT JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420
```

A: Option A

B: Option B

C: Option C

D: Option D

Correct Answer: C

Question 2. (Multi Select)

A developer uses an API to send data to a Marketing Cloud data extension once every five minutes using the REST API. They notice data does not always write to the data extension, leading to data loss.

Which three best practices are recommended to avoid this issue? Choose 3 answers

- A: In case of 'Not Authorized' errors, request a new Access Token and attempt the call again.
- B: In case of Server errors, request a new Access Token before each request.
- C: In case of Server errors, ensure the Server is available and attempt the call again.
- D: Use Username and Password authentication instead of OAuth client ID and client secret.
- E: Store the expiry of the access token to ensure a new token is requested if the old one is invalid.

Correct Answer: A, D, E

Question 3. (Single Select)

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

Correct Answer: C

Question 4. (Single Select)

A developer receives Error Code 5 when performing a SOAP API call. The error states: "Cannot Perform 'Post' on objects of type 'SentEvent'".

What could be the issue?

- A: SOAP does not support POST; use REST
- B: The authentication token has expired.
- C: It may be a temporary network issue.
- D: 'SentEvent' is not able to be updated using SOAP.

Correct Answer: A

Question 5. (Multi Select)

A developer uses an API to send data to a Marketing Cloud data extension once every five minutes using the REST API. They notice data does not always write to the data extension, leading to data loss.

Which three best practices are recommended to avoid this issue? Choose 3 answers

- A: In case of 'Not Authorized' errors, request a new Access Token and attempt the call again.
- B: In case of Server errors, request a new Access Token before each request.
- C: In case of Server errors, ensure the Server is available and attempt the call again.
- D: Use Username and Password authentication instead of OAuth client ID and client secret.
- E: Store the expiry of the access token to ensure a new token is requested if the old one is invalid.

Correct Answer: A, D, E



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