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MCE-Dev-201

Salesforce Certified Marketing Cloud Engagement Developer



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Question: 1

Clock Kicks would like to encrypt and store form data submitted from a CloudPage in a data extension using AMPscript. Which three encryption options could be used when creating a new key in Key Management? Choose 3

- A. SAML
- B. Asymmetric
- C. RSA
- D. Salt
- E. Symmetric

Answer: B,C,E

Explanation:

Salesforce Marketing Cloud offers various encryption options when creating a new key in Key Management. The three encryption options that can be used are:

Asymmetric (B) - Asymmetric encryption uses a pair of keys (public and private) for encryption and decryption. This method is highly secure as the private key remains confidential.

RSA (C) - RSA is a specific type of asymmetric encryption. RSA stands for Rivest-Shamir-Adleman, and it is widely used for secure data transmission.

Symmetric (E) - Symmetric encryption uses the same key for both encryption and decryption. It is efficient for encrypting large amounts of data.

Reference:

Salesforce Marketing Cloud Documentation
AMPscript Guide

Question: 2

NTO is reconsidering the requirement to have English, Spanish and French versions of their email campaigns. They request a developer to create a query which aggregates clicks grouped by language of the recipient. Language is stored in a Profile Attribute. Which two Data Views would be included in the query? Choose 2 answer

- A. _Subscribers
- B. _Subscribers
- C. _AllSubscribers
- D. _Click

Answer: A,D

Explanation:

To create a query that aggregates clicks grouped by the language of the recipient, the developer needs to use Data Views that store subscriber and click information. The required Data Views are:

_Subscribers (A) - This Data View contains information about subscribers, including their profile attributes such as language.

_Click (D) - This Data View contains information about click events for email messages, which can be used to aggregate clicks.

The query would join these Data Views on a common identifier (e.g., SubscriberKey) and group the results by the language attribute.

Reference:

Salesforce Marketing Cloud Data Views

SQL Reference Guide

Question: 3

A developer wants to create an AMPscript FOR loop that populates HTML table rows based on the number of rows and data in a target DE. Where should the developer place the FOR keyword to begin the loop?

- A. Before the <table> tag
- B. Before the <td> tag
- C. Before the <tbody> tag
- D. Before the <tr> tag

Answer: D

Explanation:

In AMPscript, to create a FOR loop that populates HTML table rows, the developer should place the FOR keyword before the <tr> tag. This ensures that each iteration of the loop creates a new table row with the appropriate data.

Example:

```
<table> <tbody> %%[ FOR @i = 1 TO RowCount(@TargetDE) DO ]%% <tr>
<td>%%=Field(Row(@TargetDE, @i), "FieldName")=%%</td> </tr> %%[ NEXT @i ]%% </tbody> </table>
```

Reference:

AMPScript Guide

Salesforce Marketing Cloud Documentation

Question: 4

A developer wants a link to be dynamic based on subscriber attributes. Rather than create numerous links, the developer uses AMPScript to set the link's value as a variable. The variable will be used within the <a> tag. What should the developer do within the <a> tag to ensure clicks are tracked for the variable? Choose 2

- A. Wrap the variable in a RedirectTo function
- B. Ensure the Conversion attribute is 'true'
- C. Wrap the variable in a v function
- D. Include a variable for the Alias attribute

Answer: A,D

Explanation:

To ensure that clicks are tracked for a dynamic link created using AMPscript, the developer should wrap the link variable in a RedirectTo function and include an alias attribute for tracking purposes.

RedirectTo Function: This function helps ensure that the link click is properly tracked by Salesforce Marketing Cloud (SFMC). The function takes a URL and ensures that tracking parameters are appended correctly.

```
%%[ SET @dynamicLink = "http://example.com/?id=" + AttributeValue("SubscriberID") ]%% <a href="%%=RedirectTo(@dynamicLink)=%%">Click Here</a>
```

: Salesforce AMPscript Functions - RedirectTo

Alias Attribute: Including an alias attribute provides a way to label the link, which assists in tracking and reporting.

```
<a href="%%=RedirectTo(@dynamicLink)=%%" alias="DynamicLink">Click Here</a>
```

Reference: Salesforce Documentation on Link Alias

Question: 5

Certification Aid wants to add records to a Data Extension using the SOAP API. Which object can be used for this? Choose 1.

- A. DataExtensionObject object
- B. Subscriber object
- C. Attribute object
- D. DataExtension object

Answer: A

Explanation:

To add records to a Data Extension using the SOAP API, the DataExtensionObject object is utilized. This object represents a row within a data extension.

DataExtensionObject: This object is specifically designed to interact with data extensions, allowing you to insert, update, and retrieve rows. Here is a basic example of how to use this object to add a record:

```
<s:Envelope xmlns:s="http://schemas.xmlsoap.org/soap/envelope/"> <s:Body> <CreateRequest
  xmlns="http://exacttarget.com/wsdl/partnerAPI"> <Objects xsi:type="DataExtensionObject">
    <CustomerKey>DataExtensionExternalKey</CustomerKey> <Properties> <Property>
      <Name>SubscriberKey</Name> <Value>example@example.com</Value> </Property> <Property>
      <Name>FirstName</Name> <Value>John</Value> </Property> <Property> <Name>LastName</Name>
      <Value>Doe</Value> </Property> </Properties> </Objects> </CreateRequest> </s:Body> </s:Envelope>
```

: Salesforce SOAP API Developer Guide

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