

Real CRT-550 are Uploaded by TopExamCollection provide 2023 Latest CRT-550 Practice Tests Dumps [Q75-Q95]



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All CRT-550 Dumps and Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Training Courses Help candidates to study and pass the Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Exams hassle-free! NO.75 Which two statements are correct about Send Logging? Choose 2 answers

- * Send Log data extensions are archived automatically based on retention settings.
- * AMPscript can be used to pull data from Send Logs for use within emails.
- * A business unit can support up to three Send Logs.
- * SQL Query Activities can reference Send Logs in combination with system data views.

NO.76 What functionality is contained in Journey Builder that does NOT exist in Automation Studio?

- * The option to convert a qualified Lead to a Contact.
- * Flexibility to wait based on duration or a specific time.
- * Native execution of a Server-side JavaScript activity.
- * The ability to send an email to a Salesforce audience.

NO.77 A retail company's database of record resides at a 3rd-party company that also keeps track of purchase history. That database only updates once a day where new records can be created and merged. The database uses an `Email ID`, which is a numeric field that represents both the business unit and email address. The company now wants to be able to send real-time Welcome emails to people (newly registered website users) who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to `Email ID` in the database.

What key issue should be addressed? Choose 3 answers

- * How will Marketing Cloud and the database sync up?
- * Will new users have an Email ID?
- * What will be used as the Subscriber Key?
- * What publication lists will be used?
- * Will the company need a custom preference center?

NO.78 Northern Trail Outfitters (NTO) is creating a birthday journey and one of the requirements is to divert anyone who has redeemed the promotional code before reminder emails are sent on the 15th and 20th of each month. Their transactional information, which includes redeemed promo codes, is housed in a separate data extension than the one used for Journey injection. NTO needs to use an attribute to attribute comparison on the customer number field in the Journey source and transaction data extensions.

Which activity would they use to accomplish this?

- * Decision Split Activity using only Contact Data
- * Decision Split Activity using only Journey Data
- * Einstein Split Activity
- * Decision Split Activity using both Contact and Journey Data

NO.79 When Northern Trail Outfitters acquires a new customer, it would like to send a series of welcome messages on behalf of the brand with an optimized send time. New customers will be sent to Marketing Cloud via an hourly batch file drop.

Which solution should the consultant recommend?

- * Use Journey Builder to process and segment the new customers, and for the campaign sends and decisioning.
- * Use Automation Studio to process and segment the new customers, and use Journey Builder for the campaign sends and decisioning.
- * Use Automation Studio to process and segment the new customers, and use Email Studio for the campaign sends and decisioning.
- * Use Automation Studio to process and segment the new customers, and for the campaign sends and decisioning.

Automation Studio is a powerful tool that can process and segment data from a variety of sources, including hourly batch file drops from Marketing Cloud. Once the data is processed and segmented, Automation Studio can then be used to trigger sends and decisions for campaigns. This allows for a more efficient workflow and better control over the customer journey. Additionally, Automation Studio can be used to trigger automated, personalized emails and messages, as well as to monitor the performance of campaigns and analyze results. Reference: Salesforce Certified Marketing Cloud Consultant Exam Study Guide, https://trailhead.salesforce.com/en/content/learn/modules/marketing_cloud_consultant_exam_guide/marketing_cloud_consultant_exam_guide_automation_studio.

NO.80 In which two ways can Contact Builder be used to affect data stored on a data extension? Choose 2 answers

- * Reconcile contact data on multiple Contact IDs
- * Add a single record to a data extension
- * Export data from a data extension to any SFTP location
- * Clear the data from a data extension

NO.81 Northern Trail Outfitters (NTO) imports a file daily into Marketing Cloud of customers who have bought a tent from their website that day. They want to set up a month-long welcome Journey which sends emails specific to the purchase such as the type of tent, the available accessories for the tent, and care of the tent at different points throughout the Journey. NTO also recognizes that due to their competitive prices, they have had customers purchase more than one tent within a month.

What type of data should be used in the Decision Splits in their Journey to make sure the choices reflect the correct tent?

- * Journey Data
- * Entry Data

- * Contact Data
- * Salesforce Data

NO.82 A customer manually imports records for sending. Each record contains a warehouse ID that is shared between Marketing Cloud and a third-party system. The customer does not have developer resources, but wants to include the warehouse ID in their tracking parameters so that the third-party system can identify the subscriber.

What should a consultant recommend?

- * Use personalization strings created by selecting the data extension.
- * Use AMPscript variables created from each field in the data extension.
- * Use Dynamic Content rules to select a content area for each subscriber.
- * Use Guide Template Language created for each field in the data extension.

NO.83 Northern Trail Outfitters is migrating from a legacy emailing tool to Marketing Cloud. As part of the migration, they have to go through a security review. Their data privacy team has made it clear that the data in the sandbox should never be mixed with data in production during testing cycles.

What recommendation would a consultant provide on the architecture to fulfill this requirement?

- * Implement two separate Marketing Cloud instances.
- * Ensure test sends are done from data extensions with attribute 'Is Testing'.
- * Create one or more additional business units for testing.
- * Use Subscriber Filter per business unit to filter production from test data.

NO.84 Utilizing journey builder interactions for sending post-purchase communications to customers, what contact entry mode fits?

- * Re-entry anytime
- * Re-entry only after exit
- * No re-entry

NO.85 A consultant wants to trigger an email whenever the status field on the Lead Object changes to Hot, Tracking data will need to be kept in the sales cloud.

Which three steps should the consultant use in the solution

- * Enable triggered sends on the Lead object in configuration
- * Write an Apex Trigger on the Lead object
- * Create the triggered send definition in the sales cloud
- * Create the triggered send definition in the marketing cloud
- * Put a SOAP API in place via the marketing cloud API

NO.86 Northern Trail Outfitters (NTO) wants to use Marketing Cloud to solicit customer service feedback. If a customer indicates they are unhappy with the service they have received, NTO wants a new case to be created in Service Cloud. NTO is unsure of what is possible within Marketing Cloud but would like to use as much native functionality as possible.

What approach would a consultant recommend?

- * Use an Engagement Split to capture positive responses, and a Case Activity to create a new case in Service Cloud.
- * Use Automation Studio to capture positive or negative responses, and a Case Activity to create a new case in Service Cloud.
- * Use an AppExchange package to create a customized API integration between Marketing Cloud and Service Cloud.
- * Use an Engagement Split to capture positive or negative responses, and a Custom Activity to create a new case in Service Cloud.

NO.87 When more than one subscriber email address field is created within Contact Builder, what action tells the platform which email address to prioritize in the Email application?

- * Create a new Attribute Group referencing all email address fields in Data Designer.
- * Create a new Import to populate subscriber email addresses into All Subscribers.
- * Add all email address fields into the Mobile Application and Predictive Intelligence Applications.
- * Add all email address fields into the Contact Configuration screen in the correct order

NO.88 A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions.

Which workflow should meet these requirements?

- * Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- * Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- * File Drop Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- * File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

NO.89 A customer executes a large number of sends via Marketing Cloud connect and is concerned about API limits.

What should the consultant suggest to minimize the impact of Marketing Cloud Connect on daily API limits?

Choose Two

- * Upgrade the MC account to ConnectedApp
- * Turn off link details tracking
- * Filter data
- * Turn off Individual Level Tracking

NO.90 A customer wants to reports on **Not Sent** contacts in Journey Builder.

Which method should be used?

- * Use the standard report **Subscribers Not Sent**.
- * Use an automation with Tracking Extract.
- * Create an Analytics Builder Discover report.
- * Query the **_sent** Data View for the contact's send status.

NO.91 An existing triggered send needs to be updated with new content

Select the correct sequence

Pause message interaction, Edit message content, Publish changes, Start triggered email interaction

NO.92 Northern Trail Outfitters receives a nightly encrypted unsub file to their Marketing Cloud SFTP from a third-party email platform. These files are used to unsubscribe existing subscribers. They do not use Email Address as Subscriber Key.

What Automation Studio Activity sequence should be used to ensure the appropriate subscribers are unsubscribed from the All Subscriber List?

- * Import File > Data Extract > File Transfer > Import File
- * File Transfer > Import File > Query > Data Extract > File Transfer > Import File
- * Import File > Query > Data Extract > File Transfer > Import File
- * File Transfer > Import File > Data Extract > File Transfer > Import File

NO.93 Northern Trail Outfitters wants a simple segmentation strategy for identifying subscribers for their emails.

What solution should they use?

- * Relational data extensions with primary keys to match subscribers with their data
- * List model and Groups in Single Send Journeys
- * Attribute group in Contact Builder for segmentation
- * Data Extension Entry Source in Journey Builder with a filter

NO.94 Northern Trail Outfitters (NTO) is running a campaign for a brand new type of footwear inside Journey Builder. The entry event: Prevents contacts from entering the journey if `shoes` is not selected in their preferences.

Is based on a data extension which has Email Address as Primary Key.

A few weeks after launching the campaign, NTO's data analyst noticed a reduced email volume and that some contacts inside the data extension updated their preferences after the launch of the campaign. Even with

the entry event being triggered every day, those contacts are not receiving the welcome emails.

What could be the reason?

- * The preference center is too precise.
- * Their account has deliverability issues.
- * The contact fell below the High Water Mark.
- * The entry event is triggered too often.

NO.95 Northern Trail Outfitters has a data extension that stores all of their orders. They want to send out a daily email for orders with their status changed to `shipped`; that day through a journey.

Which two methods should be used to filter entry into the journey?

Choose 2 answers

- * Filter Activity
- * Entry Source Filter
- * SQL Query
- * Decision Split

What is the duration of the CRT-550 Exam - Number of Questions: 60- Passing Score: 68%- Length of Examination: 105 minutes- Format: Multiple choices, multiple answers **Valid Way To Pass Salesforce's CRT-550 Exam with :**

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