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At PrepAwayETE, we are committed to providing candidates with the best possible Preparing for your Salesforce Certified Marketing Cloud Consultant Exam (CRT-550) practice material to help them succeed in the Building Preparing for your Salesforce Certified Marketing Cloud Consultant Exam (CRT-550) exam. With our real CRT-550 exam questions in Preparing for your Salesforce Certified Marketing Cloud Consultant Exam (CRT-550) PDF file, customers can be confident that they are getting the best possible Preparing for your Salesforce Certified Marketing Cloud Consultant Exam (CRT-550) preparation material for quick preparation. The Salesforce CRT-550 pdf questions are portable and you can also take their print.

To prepare for the CRT-550 certification exam, candidates need to have a deep understanding of marketing strategies and practices, as well as a thorough knowledge of the Salesforce Marketing Cloud platform. They must also be familiar with the latest trends in marketing automation and customer relationship management. CRT-550 Exam consists of 60 multiple-choice questions and has a time limit of 120 minutes. To pass the exam, candidates must score at least 65%. Salesforce offers a range of resources to help candidates prepare for the CRT-550 exam, including study guides, practice exams, and online training courses.

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Successfully passing the Salesforce CRT-550 Exam is an excellent way to demonstrate your expertise in the Marketing Cloud platform. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification can increase your credibility as a Marketing Cloud consultant and make you more attractive to potential employers. Additionally, certified professionals can join the Salesforce Certified Marketing Cloud Consultant community, which provides access to exclusive events, resources, and job opportunities.

Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q141-Q146):

NEW QUESTION # 141
Northern Trail Outfitters wants to provide near real-time data in a 30-day welcome journey.

Which data setup should they use for decision splits?

- A. Contact Data using Synchronized Data Sources
- B. Journey Data queried from main data extension
- C. Contact Data Mapped through Salesforce Marketing Cloud Profile Attributes
- D. Journey Data using CRM Report Import Activity to Salesforce Data Extension

Answer: A

Explanation:
To provide near real-time data in a 30-day welcome journey, Northern Trail Outfitters should use contact data using synchronized data sources. This will allow them to access the most up-to-date data from their CRM system in decision splits and other journey activities. Journey data is static and based on the entry source data extension, which may not reflect recent changes in CRM. Contact data mapped through profile attributes or imported from CRM reports may not be as timely or accurate as synchronized data sources. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_synchronized_data_sources.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_jb_decision_split.htm&type=5

NEW QUESTION # 142
Northern Trail Outfitters' marketing team is made up of a marketing manager, a marketing specialist, and a graphic designer. The team is new to Marketing Cloud and has very little coding experience. Currently, they use Excel and VLOOKUP to segment their email audiences and import them into Marketing Cloud.
What solution should be recommended to allow for long-term self-sufficiency in segmentation?

- A. Query Activities
- B. Publication Lists
- C. Attribute Groups
- D. Data Filters

Answer: D

NEW QUESTION # 143
Northern Trail Outfitters has several business units (BU) and each BU uses specific data extensions, like Product Information.
How Should they configure these data sources?

- A. Create a local copy of the product data in each BU.
- B. Use the File Transfer Activity to import data into each BU.
- C. Share data extensions from the top-level BU.
- D. Give users the Administrator Role so they can see all of the data.

Answer: C

Explanation:
To configure specific data extensions, like Product Information, that are used by several business units (BU), Northern Trail Outfitters should share data extensions from the top-level BU. Sharing data extensions from the top-level BU allows marketers to grant access to common data sources across multiple child BUs without creating local copies or duplicating data. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_share_data_extensions_across_business_units.htm&type=5

NEW QUESTION # 144
Northern Trail Outfitters is noticing a gradual decline in the percentage of conversions per emails sent in their digital marketing campaign. A new initiative is being adopted to reverse the trend.
What action should be taken to increase subscriber engagement? Choose 2 answers

- A. Increase volume of emails to a wider audience
- B. Increase the use of dynamic content in emails
- C. Adopt a Cart Abandonment Email Campaign
- D. Introduce more identity verification steps in check out process

Answer: B,C

NEW QUESTION # 145
Nothern Trail Outfitters wants to enable Sales Cloud users to manually create a segment of both lead and contact records that can be targeted through the Send Flow in Content Builder.
What should a consultant recommend for segmentation?

- A. Salesforce Campaign
- B. Salesforce Report
- C. Synchronized Data Extension
- D. Salesforce Data Extension

Answer: B

NEW QUESTION # 146
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