New Valid Exam CRT-550 Preparation Free PDF | High Pass-Rate Reliable CRT-550 Real Exam: Preparing for your Salesforce Certified Marketing Cloud Consultant Exam

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Salesforce CRT-550 is a certification exam designed for individuals who are planning to become a certified marketing cloud consultant. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification is ideal for professionals who are responsible for developing and implementing marketing strategies using Salesforce Marketing Cloud. CRT-550 Exam measures the candidate's knowledge of Salesforce Marketing Cloud capabilities, email marketing, automation, data management, and analytics. Candidates who pass CRT-550 exam can demonstrate their expertise in marketing cloud and are recognized as certified marketing cloud consultants by Salesforce.

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To excel in Salesforce CRT-550, candidates must have in-depth knowledge of Salesforce Marketing Cloud, including email marketing, mobile marketing, social media marketing, advertising, and data management. They should be well-versed in designing and implementing marketing automation solutions that streamline the marketing process and enhance ROI. Additionally, they should have a clear grasp of how to manage various types of data and how to use them to create meaningful insights that can drive better marketing decisions.

Salesforce CRT-550 Certification Exam is designed for professionals who are looking to demonstrate their expertise in the Salesforce Marketing Cloud platform. CRT-550 exam is specifically geared towards individuals who are interested in becoming certified Marketing Cloud Consultants. It is a rigorous exam that requires a comprehensive understanding of the platform and its capabilities.

Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q25-Q30):

NEW QUESTION # 25
Northern Trail Outfitters (NTO) is using Einstein Content Selection to populate its emails with personalized product images at send time. These emails typically see high engagement, but because of the frequency of these emails, a customer could see the same image asset several times within a 2-week span.
How should NTO marketers ensure there's a limit to the number of times a particular image asset can be chosen for a customer?

- A. Set a Fallback Asset.
- B. Utilize Einstein Engagement Frequency to send the emails less often.
- C. Set Fatigue Rules for the product Asset Classes.
- D. Ask the content team to create more images in order to diversify the asset pool.

Answer: C

Explanation:
Fatigue Rules in Einstein Content Selection allow marketers to limit how many times a specific asset can be shown to a customer over a defined time frame. This ensures better asset variety and prevents customers from seeing the same content repeatedly.
-
Exact Extracts from Salesforce Documentation:
Source: Salesforce Help - Einstein Content Selection Fatigue Rules
"Fatigue rules allow you to set restrictions on how often an asset or class of assets appears to an individual over a specific timeframe, improving engagement and reducing redundancy."
-

NEW QUESTION # 26
A marketer wants to create and edit email content, as well as generate reports and manage subscriber data.
Using the principle of least privilege, which two pre-defined roles should be assigned? Choose 2 answers

- A. Data Manager
- B. Analyst
- C. Content Creator
- D. Administrator

Answer: B,C

NEW QUESTION # 27
Northern Trail Outfitters has recently configured MobileConnect and wants to perform single send-outs from within MobileConnect using data extensions that contain automatically refreshed segments.
Which two fields would need to be added to enable these data extensions for sending? (Choose 2 answers)

- A. A field of Text type containing the country code plus mobile number
- B. A field of Locale type containing the country code
- C. A field of Phone type containing the mobile number
- D. A field of Locale type containing the locale code

Answer: B,C

Explanation:
Explanation
To enable data extensions for sending SMS messages from MobileConnect, Northern Trail Outfitters should add two fields to their data extensions: a field of Locale type containing the country code and a field of Phone type containing the mobile number. These fields are required for MobileConnect to identify and send messages to mobile subscribers.
References:https://help.salesforce.com/s/articleView?id=sf.mc_moc_create_a_data_extension_for_mobileconnec

NEW QUESTION # 28
A consultant configured a triggered send definition in Sales Cloud for a customer using Marketing Cloud Connect, The trigger is on a Custom Object called 'Shipments' and is enabled for Triggered Sends in Setup.
Which two configuration requirements should be considered when troubleshooting? (Choose 2 answers)

- A. The Shipment object is on the Account Related List.
- B. The Shipment objectrequires a Lookup to Lead or Contact.
- C. There is a Master Detail Relationship from Contact to Shipment.
- D. An Apex Trigger is created on the Shipment object.

Answer: A,D

Explanation:
The Shipment object requires a Lookupto Lead or Contact1. This is becausetriggered sends can only be sent to Salesforce contacts, leads, or person accounts when object records are created or updated1.
An Apex Trigger is created on the Shipment object2. This is because a trigger is Apex code that executes beforeor after certain operations on an object2, and it can be used to invoke the Marketing Cloud integration action that triggers the email send3.

NEW QUESTION # 29
A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. The corporate office controls the advertising copy and subscriber list. The owners of franchised stores add a customized local message to the marketing campaign.
What hierarchy should be recommended?

- A. One parent business unit and a child business unit for each franchise owner.
- B. A parent business unit for each franchise owner.
- C. One parent business unit and a child business unit for franchise owners.
- D. One business unit.

Answer: A

Explanation:
Comprehensive and Detailed Explanation: The correct approach is one Parent Business Unit (corporate) with one Child Business Unit per franchise owner. This setup allows:
* Corporate to control global assets, subscriber management, and brand compliance.
* Franchise owners to localize messages within their own Business Unit, without accessing or changing corporate-controlled assets.
# Why Other Options Are Incorrect:
* A: "Franchise owners" (plural) need individualized control; a single child BU won't be sufficient.

* C: One Business Unit won't provide separation between different franchise operations.
* D: Having a separate parent BU for each franchise is excessive, costly, and not scalable.
Exact Extract: Salesforce Help: Business Unit Overview
"Use Business Units to manage assets, permissions, and subscribers separately while maintaining corporate brand control across an enterprise."

NEW QUESTION # 30

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