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Salesforce CRT-550 exam is an excellent way to showcase your expertise in Marketing Cloud and to demonstrate your ability to design and manage successful marketing campaigns. With the right preparation and dedication, anyone can pass the exam and become a certified marketing cloud consultant. So, if you are looking to take your marketing career to the next level, consider taking the CRT-550 Exam today.

Earning the Salesforce Certified Marketing Cloud Consultant credential can open many doors in your career, from higher-paying job opportunities to increased credibility and recognition in the industry. With the right preparation and dedication, you can pass the CRT-550 exam and take your marketing automation skills to the next level.

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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q54-Q59):

NEW QUESTION # 54

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:

- * Emails will be built using a custom dynamic template for these messages.
 - * Links will vary over time and across campaigns.
 - * Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.
 - * Retargeting messages will dynamically populate content based on regional market.
- In order for this solution to be viable, which skill set does the customer team need to possess?

- A. AMPscript
- B. SSJS
- C. SQL
- D. HTML

Answer: A

NEW QUESTION # 55

Northern Trail Outfitters wants to send an email to website visitors who add items to their cart but fail to make a purchase. The email will include a list of products they added to their shopping cart.

* A sendable data extension contains the contact information and a session ID field for each subscriber who has abandoned their cart.

* A second data extension contains a corresponding session ID field and product data for each abandoned cart item, including product SKU, product name, quantity, price, and image URL.

Which feature should be used to display the list of products for each subscriber in this email?

- A. Enhanced Dynamic Content Block
- B. LookupRows AMPscript function
- C. Dynamic Content Block
- D. Lookup AMPscript function

Answer: B

Explanation:

The LookupRows AMPscript function returns a rowset from a data extension that matches the specified criteria. It can be used to retrieve multiple rows of data from a data extension based on one or more column values. For example, NTO can use the LookupRows function to retrieve all rows from the second data extension that have the same session ID as the subscriber in the sendable data extension, and then loop through the rowset to display the product data for each abandoned cart item in the email.

References:

<https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-content/lookuprows.htm>

NEW QUESTION # 56

Northern Trail Outfitters wants to include the body of marketing email replies captured by Reply Mail Management (RMM) within auto-forwarded messages to their Customer Success team.

How could they accomplish this?

- A. Check the Include Replies as Attachments" box in the RMM settings.
- B. Query the RMM data view for the reply body and reference it from a data extension.
- C. Use RMM personalization strings to render the email reply body.
- D. Use RMM dynamic content blocks to render the email reply body.

Answer: C

NEW QUESTION # 57

To fuel their expansion, Northern Trail Outfitters (NTO) recently acquired Eagle Outfitters (EO). There is currently a 30 percent overlap between the guests of each brand and they will be pursuing cross-marketing opportunities. It was recommended that their Marketing Cloud account now include a separate business unit for EO and the company secure a new sender authentication package for EO using the private domain e-EO.com.

Select the statement that correctly describes the implication of this recommendation.

Choose 2 answers

- A. The private domain, e-EO.com, will be used for all link wrapping, image URLs, and landing page URLs.
- B. The IP address included in the sender authentication package will have the same reputation as the ones being used for NTO.
- C. The email headers for EO will still reflect the private domain for NTO since that is the parent company.
- D. The EO business unit can also have the NTO authentication package applied simultaneously for cross-marketing emails.
- E. The e-EO.com domain will act as the from address for the emails and authenticate using SPF, SenderID, and DKIM authentication.

Answer: A,E

NEW QUESTION # 58

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

Answer: A,B

NEW QUESTION # 59

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