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Salesforce CRT-550 certification exam is a comprehensive test designed to evaluate a candidate's knowledge and skills in preparing for the Salesforce Certified Marketing Cloud Consultant certification. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification is ideal for marketing professionals who want to showcase their expertise in areas such as email marketing, marketing automation, data management, and analytics.

Salesforce CRT-550 is a certification that prepares marketing professionals to become Salesforce Certified Marketing Cloud Consultants. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification provides individuals with the ability to design and implement customer journeys, automate marketing workflows, and provide insight into customer engagement. Passing the CRT-550 Exam demonstrates a wide range of knowledge regarding the Salesforce Marketing Cloud solution, which is one of the most popular platforms for digital marketers.

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Salesforce CRT-550 exam consists of 60 multiple-choice questions that must be completed within 105 minutes. CRT-550 exam is designed to evaluate the candidate's knowledge of Salesforce Marketing Cloud, including its features, functionality, and best practices. CRT-550 exam also assesses the candidate's ability to create and implement marketing strategies using Salesforce Marketing Cloud tools. CRT-550 Exam covers different topics, including data management, email marketing, mobile messaging, advertising, and automation.

Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q49-Q54):

NEW QUESTION # 49

Which data object should be used in conjunction with data extensions to create an opt- down strategy for customers?

- A. Profile attributes
- **B. Publication Lists**
- C. Preference attributes
- D. Preference Lists

Answer: B

NEW QUESTION # 50

A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in Sales Cloud. Other data, such as course catalog, student demographics, and alumni information, is stored in external systems.

Which two actions should be consultant recommend? Choose 2 answers

- A. Create list attribute to store student data from Sales Cloud.
- **B. Use Data Designer to link student and alumni data to the contact record.**
- **C. Use Synchronized Data Sources to obtain data from Sales Cloud.**
- D. Create an Import Activity to import alumni data into Salesforce Report.

Answer: B,C

NEW QUESTION # 51

A data team wants to automate the sync of subscribers, unsubscribes, and status from their enterprise account to their external CRM in one consolidated file. They need to find subscribers in their Marketing Cloud account and their unsubscribe data for child business units.

Which two data views would they use to achieve this?

Choose 2 answers

- **A. _Subscribers**
- B. _Complaint
- **C. _BusinessUnitUnsubscribes**
- D. _Unsubscribe

Answer: A,C

Explanation:

To synchronize subscriber data and unsubscribe statuses across all child business units in an Enterprise 2.0 Marketing Cloud account to an external CRM, the appropriate data views to query are _Subscribers and _BusinessUnitUnsubscribes.

* _Subscribers Data View: This data view contains information about all subscribers in the Marketing Cloud account, including their Subscriber Key, Email Address, Status (e.g., Active, Unsubscribed, Bounced, Held), and other attributes. It is essential for identifying subscribers and their current status across the enterprise account.

* Why it's needed: The question specifies finding subscribers in the Marketing Cloud account, which requires querying the _Subscribers data view to retrieve subscriber details.

* _BusinessUnitUnsubscribes Data View: This data view tracks unsubscribe events at the business unit level, including the Subscriber Key, Business Unit ID, Event Date, and other details for each unsubscribe event. It is critical for capturing unsubscribe data across child business units in an Enterprise 2.0 account, as it provides a consolidated view of unsubscribe activities specific to each business unit.

* Why it's needed: The question emphasizes capturing unsubscribe data for child business units, which _BusinessUnitUnsubscribes uniquely provides.

Why the other options are incorrect:

* A. _Complaint: This data view tracks email complaints (e.g., when a subscriber marks an email as spam). While related to subscriber behavior, it does not capture general unsubscribe events or subscriber status, making it irrelevant for this use case.

* B. _Unsubscribe: This data view records unsubscribe events but is limited to the context of the parent business unit and does not provide business unit-specific unsubscribe data for child business units. In an Enterprise 2.0 account, _BusinessUnitUnsubscribes is required for cross-business unit tracking.

Exact Extract from Salesforce Documentation:

* Subscribers Data View: "The Subscribers data view returns information about the subscribers in a Marketing Cloud account, including SubscriberKey, EmailAddress, Status, and DateJoined."(Source: Salesforce Help - Data View: Subscribers)

* BusinessUnitUnsubscribes Data View: "This data view contains a record for each unsubscribe event at the business unit level. It's used in Enterprise 2.0 accounts to track unsubscribe activity across multiple business units."(Source: Salesforce Help - Data View: BusinessUnitUnsubscribes)

NEW QUESTION # 52

Northern Trail Outfitters has configured Reply Mail Management to handle manual unsubscribe requests.

However, they have received complaints from customers who are still getting marketing emails despite having sent multiple unsubscribe replies including phrases like "take me off your list" or "opt out".

How could this behavior be corrected?

- A. Ensure the two phrases are added the "Filtered Keywords" data extension
- B. Ensure the DNS Record Redirect is correctly configured
- **C. Ensure the two phrases are added to a filtered keyword list**
- D. Ensure "CommonMisspellings" Is selected as one of the Reply Filters

Answer: C

Explanation:

Explanation

A filtered keyword list is a list of words or phrases that trigger an automated response when a subscriber replies with them to an email. For example, if "take me off your list" or "opt out" are added to a filtered keyword list with an unsubscribe action, any subscriber who replies with those phrases will be automatically unsubscribed from future emails. This can help NTO handle manual unsubscribe requests more efficiently and avoid sending unwanted emails to their customers. References:

https://help.salesforce.com/articleView?id=sf.mc_es_reply_mail_management.htm&type=5

NEW QUESTION # 53

A financial company wants to use Marketing Cloud to send late payment notices to accounts whose payment due date lapsed the previous week. The company has shared the following:

*Payment.csv will arrive on the Enhanced SFTP each Monday at 1 a.m

*Payments.csv will be encrypted.

*Payments.csv will contain data from the previous week.

*Late payment notices will be sent each Monday at noon.

*They need to receive a file containing customers who opened or clicked on the late payment notice email within five days after send.

Which automation sequence represents a viable solution?

- A. File Transfer > File Transfer > Import File > SQL Query > Wait > Send Email > SQL Query > File Transfer
- B. File Transfer > Import File > Filter > Wait > Send Email > Wait > SQL Query > Data Extract > File Transfer
- C. File Transfer > Import File > Filter > Wait > Send Email > SQL Query > Wait > Data Extract > File Transfer
- **D. Import File > File Transfer > SQL Query > Wait > Send Email > Wait > SQL Query > Data Extract > File Transfer**

Answer: D

NEW QUESTION # 54

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