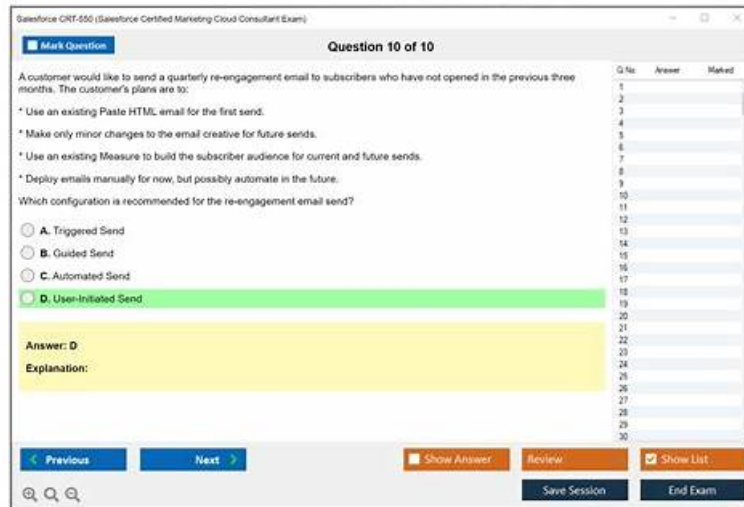


Exam CRT-550 Quick Prep & Examcollection CRT-550 Questions Answers



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To prepare for the CRT-550 exam, candidates should have a deep understanding of marketing strategies, email marketing, automation, data management, and analytics. They should also have hands-on experience in implementing marketing strategies using Salesforce Marketing Cloud. Salesforce provides various resources to help candidates prepare for the exam, including study guides, trailheads, and practice exams. Candidates can also attend instructor-led training courses to gain a better understanding of Marketing Cloud's capabilities and functionalities. Passing the CRT-550 exam demonstrates a candidate's proficiency in designing and implementing effective marketing strategies using Salesforce Marketing Cloud. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification provides a competitive edge to professionals in the marketing industry and opens up new opportunities for career growth.

Another important aspect of preparing for the CRT-550 Exam is to get hands-on experience with Marketing Cloud. Candidates should try to work on real-world projects and gain practical experience with the platform. This will help them to better understand how Marketing Cloud works in a real-world setting and prepare them for the types of scenarios they may encounter on the exam.

Salesforce CRT-550 exam is designed for professionals who want to become certified Marketing Cloud Consultants. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification exam is intended for individuals who possess the knowledge and skills required to implement Salesforce Marketing Cloud solutions that meet clients' business requirements. CRT-550 exam evaluates your knowledge of the Marketing Cloud platform, including email marketing, mobile messaging, data management, and social media marketing.

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Salesforce Preparing for your Salesforce Certified Marketing Cloud

Consultant Exam Sample Questions (Q154-Q159):

NEW QUESTION # 154

A retail company does business in both the United States and Canada.

a. They have a loyalty program in which a customer can enroll. The company will provide a pre-segmented customer file, per campaign, which has a "Version" data field indicating the type of email the customer is to receive.

Which two questions should be asked to determine a data/segmentation strategy?

Choose 2 answers

- A. Is the purpose of these emails for acquisition or retention or transactional?
- B. Will a lookup table be needed for a dynamic From Name?
- C. Will customers be able to sign up for the loyalty program at the store?
- D. Will "Version" values/meanings change, precluding reusable AMPscript?

Answer: A,B

NEW QUESTION # 155

Northern Trail Outfitters' account is configured with Multi-Org to leverage two Salesforce CRM accounts. In the Cloud Kicks business unit they want to disconnect the sandbox instance and connect the production instance.

What additional configuration changes should they make?

- A. Configure Multi-Org settings to account for two production instances in Setup.
- B. Rename and delete sandbox synchronized data extensions before connecting.
- C. Remove existing user mappings, attribute mappings, and tracking subscriptions.
- D. Update query activities that reference the synchronized data extensions.

Answer: D

Explanation:

Explanation

Before disconnecting the sandbox instance and connecting the production instance in the Cloud Kicks business unit, NTO should remove any existing user mappings, attribute mappings, and tracking subscriptions that are associated with the sandbox instance. User mappings define which Marketing Cloud users can access which Sales Cloud users' data. Attribute mappings define which Sales Cloud fields are used as subscriber attributes in Marketing Cloud. Tracking subscriptions define which Sales Cloud objects receive tracking data from Marketing Cloud sends. These settings should be removed before changing the CRM connection to avoid errors or conflicts. Additionally, NTO should update any query activities that reference the synchronized data extensions from the sandbox instance, as these will be different from the production instance synchronized data extensions. References:

https://help.salesforce.com/articleView?id=sf.mc_co_disconnect_a_salesforce_org_from_a_business_unit.htm

https://help.salesforce.com/articleView?id=sf.mc_co_map_marketing_cloud_users_to_salesforce_users.htm&typ

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

NEW QUESTION # 156

A customer has a robust Sales Cloud org with several custom objects. Historically, they have created complex reports, referencing many custom objects, to target subscribers and exported them to another email system for deployment. With the implementation of Marketing Cloud Connect, the customer wants to simplify the sending process using Marketing Cloud with as little additional setup as possible.

What should a consultant recommend to meet this criteria?

- A. Continue to build reports in Sales Cloud and select the reports in Marketing Cloud.
- B. Create a Journey and use Salesforce Data and the Reports object as the Entry Source.
- C. Continue to build reports in Sales Cloud and import it to Marketing Cloud for sending.
- D. Sync all custom objects to Marketing Cloud and recreate the reports for sending.

Answer: B

Explanation:

Explanation

To simplify the sending process using Marketing Cloud with as little additional setup as possible, the customer should create a journey and use Salesforce Data and the Reports object as the entry source. This will allow them to use their existing complex

reports in Sales Cloud as criteria for injecting contacts into the journey and sending them emails.
References: https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_event.htm&type=5

NEW QUESTION # 157

A customer has a robust Sales Cloud org with several custom objects. Historically, they have created complex reports, referencing many custom objects, to target subscribers and exported them to another email system for deployment. With the implementation of Marketing Cloud Connect, the customer wants to simplify the sending process using Marketing Cloud with as little additional setup as possible.

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- C. Continue to build reports in Sales Cloud and import it to Marketing Cloud for sending.
- D. Sync all custom objects to Marketing Cloud and recreate the reports for sending.

Answer: B

Explanation:

To simplify the sending process using Marketing Cloud with as little additional setup as possible, the customer should create a journey and use Salesforce Data and the Reports object as the entry source. This will allow them to use their existing complex reports in Sales Cloud as criteria for injecting contacts into the journey and sending them emails. References:

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

NEW QUESTION # 158

Northern Trail Outfitters wants to send a special discount offer to engaged customers on their email list.

What should be resolved prior to generating the audience?

- A. What the offer will be
- B. When to send the email
- C. Who the offer comes from
- **D. How to determine engagement**

Answer: D

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is D - How to determine engagement.

* Before you can generate a targeted audience for a campaign (like a discount), you must clearly define what "engaged" means (e.g., opened 2+ emails in 30 days, clicked 1+ email, etc.).

* Only after you define engagement criteria can you accurately query or filter your audience.

Why others are wrong:

* A, B, and C are campaign details, but none impact how you technically define and segment the audience itself.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Audience Segmentation Planning:

"Clearly define segmenting criteria (e.g., engagement behavior) prior to audience selection to ensure correct targeting." (Source: https://help.salesforce.com/s/articleView?id=sf.mc_as_audience_segmentation_best_practices.htm)

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NEW QUESTION # 159

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