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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 Certification Exam is a valuable credential for marketing professionals who want to demonstrate their expertise in Salesforce Marketing Cloud. By passing CRT-550 exam, candidates can prove to potential employers and clients that they have the knowledge and skills needed to succeed in today's digital marketing landscape.

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How much CRT-550 Exam Cost

The price of the CRT-550 Exam is \$200 USD.

Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q76-Q81):

NEW QUESTION # 76

Northern Trail Outfitters has acquired a new company and is importing customer data to Marketing Cloud. They want to ensure commercial emails are not sent to email addresses who have previously opted out. Which feature should they use?

- A. Exclusion Script
- B. Suppression List
- **C. Auto-suppression List**
- D. Exclusion List

Answer: C

Explanation:

Comprehensive and Detailed Explanation: An Auto-Suppression List ensures that Marketing Cloud automatically suppresses email sends to customers who have opted out, without manual effort. It is the most efficient and reliable tool to prevent emails being sent to customers who have opted-out - especially during data migrations or imports.

Why Other Options Are Incorrect:

- * A: Exclusion Scripts are used for dynamic in-send exclusions but are complex and not suitable for static opt-out enforcement.
- * C: Suppression Lists are manual and need to be selected during each send - riskier.
- * D: Exclusion Lists are built at the send definition level, not automatically across all sends.

Exact Extract: Salesforce Help: Auto-Suppression Lists

"Auto-Suppression Lists automatically exclude subscribers from email sends across all send types in Marketing Cloud."

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NEW QUESTION # 77

Northern Trail Outfitters sends a monthly loyalty balance email to inform members of their current points balance. Emails are segmented based on loyalty status, and no segment should contain more than 2500 contacts for any send.

What should be used to prevent emails from being sent if they exceed 2500 contacts?

- **A. Verification Activity**
- B. Query Activity
- C. Script Activity
- D. Stop Activity

Answer: A

Explanation:

Explanation

A Verification Activity can be used to prevent emails from being sent if they exceed a certain number of contacts. A Verification Activity checks the number of records in a data extension or list and stops the automation if the number is above or below a specified threshold.

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

NEW QUESTION # 78

Northern Trail Outfitters noticed that clicks are NOT showing up on Contact records in Salesforce.

Which two reasons could be the cause? (Choose 2 answers)

- **A. Individual Level Tracking was not selected in Marketing Cloud Configuration**
- B. ContactID was used as Subscriber Key
- **C. Email Address was used as Subscriber Key**
- D. Synchronized Data Sources only push data every 15 minutes

Answer: A,C

Explanation:

* If Email Address is used as the Subscriber Key instead of ContactID or LeadID, Salesforce cannot map tracking data back to the CRM records, because Marketing Cloud Connect requires a direct relationship to a Lead, Contact, or User ID.

* If Individual Level Tracking is not enabled in the Marketing Cloud Connector settings, tracking information is not pushed back to individual Contact or Lead records.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Marketing Cloud Connect Tracking

"Marketing Cloud Connect tracking requires that Subscriber Key matches ContactID, LeadID, or UserID. If Email Address is used instead, tracking cannot be attributed." Source: Salesforce Help - Individual Email Results Tracking

"Individual Level Tracking must be selected to enable tracking data writeback at the individual record level."

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NEW QUESTION # 79

Northern Trail Outfitters wants to suppress their highly engaged email subscribers (multiple opens and clicks for a target campaign) from active display campaigns to reduce overall cost and eliminate unnecessary targeting to the user.

What should be recommended?

- A. Mobile Studio
- B. Google Analytics 360
- C. Einstein Engagement Scoring
- **D. Advertising Studio**

Answer: D

Explanation:

Explanation

Advertising Studio is a tool that allows marketers to create and manage advertising campaigns across various channels, such as display, social, and search. It can also leverage Marketing Cloud data and segments to target or suppress audiences based on their engagement behavior.

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

NEW QUESTION # 80

A customer has a business requirement to exclude email addresses of certain contacts in their loyalty program from the sends with several sender profiles. These contacts are dynamically identified with the help of the SQL query on a daily basis.

What solution should be recommended to automate exclusion of the identified email addresses from all future sends that use specific sender profiles?

- A. Publication list
- B. Exclusion data extension
- **C. Auto-suppression list**
- D. Suppression list

Answer: C

Explanation:

To automate exclusion of identified email addresses from all future sends that use specific sender profiles, Northern Trail Outfitters should use an auto-suppression list. An auto-suppression list is a tool that allows marketers to exclude subscribers from email sends based on their email address and sender profile. The email addresses can be added to the auto-suppression list using a SQL query or an import activity. References:

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

NEW QUESTION # 81

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