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Salesforce CRT-550 is a certification exam that is designed for professionals who are looking to validate their skills and expertise in Marketing Cloud Consulting. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification exam is intended for individuals who have experience in implementing Marketing Cloud solutions and are looking to advance their career in this field. CRT-550 Exam Tests the candidate's knowledge of Marketing Cloud features, functionalities, and best practices.

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Salesforce Certified Marketing Cloud Consultant certification, or CRT-550, is a highly sought-after credential for professionals who work with Salesforce Marketing Cloud. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification is designed for individuals who have experience in implementing Marketing Cloud solutions and want to demonstrate their expertise in the field. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification exam is considered to be one of the most challenging in the Salesforce ecosystem, but passing it can open up many career opportunities.

## Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q140-Q145):

### NEW QUESTION # 140

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. Stop Activity

- B. Verification Activity
- C. Query Activity
- D. Script Activity

**Answer: B**

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

#### NEW QUESTION # 141

A customer has curated a list of known email addresses belonging to competitors. They want to ensure none of these competitors receive their emails.

What should a consultant recommend?

- A. Create an exclusion list with the known email addresses.
- B. Create an auto-suppression list populated with the known email addresses.
- C. Create an auto-suppression list populated with subscriber keys.
- D. Populate a list using a query to exclude the subscriber key.

**Answer: B**

Explanation:

# Comprehensive and Detailed Explanation: An Auto-Suppression List is specifically designed to automatically exclude specific email addresses or Subscriber Keys from being sent emails in Marketing Cloud. In this case, since the list of competitors' email addresses is static and curated, populating an Auto-Suppression List with these known addresses ensures that no emails are sent to them without requiring manual intervention.

# Why Other Options Are Incorrect:

- \* A: Using Subscriber Keys would require guaranteed mapping, but email address is the direct data available here.
- \* B: Queries require manual maintenance and are not an automatic suppression mechanism.
- \* C: Exclusion Lists typically apply to one send definition or journey; Auto-Suppression Lists apply globally across all sends.

Exact Extract: Salesforce Help: Auto-Suppression Lists

"An auto-suppression list prevents email sends to specific subscribers globally, based on Subscriber Key or Email Address."

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#### NEW QUESTION # 142

A customer wants to automate a series of three emails as part of a Membership renewal drip campaign.

- \* Email #1 will be sent one month prior to the member's renewal date
- \* Email #2 will be sent one week prior to the member's renewal date
- \* Email #3 will be sent on the member's renewal date
- \* A master audience is updated in real time via the API

Which steps should be included in the customer's automation?

- A. Import activity -> Three send definitions to the master data extension
- B. Import activity -> Three filter activities -> Three send definitions to the filtered audiences
- C. Three filter activities -> Three send definitions to the filtered audiences
- D. Three send definitions to the master data extension

**Answer: C**

#### NEW QUESTION # 143

A marketer at Northern Trail Outfitters (NTO) wants to send important updates to customers about products they have previously purchased. The marketer has little experience with coding. Also, the information is spread across multiple data extensions and is imported nightly from NTO's e-commerce platform - Contacts, Orders, Order Items, and Products.

Which design should a consultant recommend for segmentation?

- Answer: D**

A customer wants to display a subscriber's first name and the date of send in its monthly newsletter. Subscriber first name data is stored in a data extension that will not be used in the send definition. Which option should be in this scenario?

- Answer: D**

### NEW QUESTION # 145

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