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The Preparing for your Salesforce Certified Marketing Cloud Consultant Exam (CRT-550) certification has become a basic requirement to advance rapidly in the information technology sector. Since Preparing for your Salesforce Certified Marketing Cloud Consultant Exam (CRT-550) actual dumps are vital to prepare quickly for the examination. Therefore, you will need them if you desire to ace the Preparing for your Salesforce Certified Marketing Cloud Consultant Exam (CRT-550) exam in a short time.

Achieving the Salesforce Certified Marketing Cloud Consultant certification can open up many career opportunities for professionals in the marketing automation field. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification is recognized globally and demonstrates the candidate's expertise in Salesforce Marketing Cloud. It can also lead to higher salaries and promotions within organizations that use Salesforce Marketing Cloud for their marketing campaigns.

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Salesforce CRT-550 is a certification exam that is designed for individuals who are interested in pursuing a career in marketing cloud consulting. CRT-550 exam is intended to test the candidate's knowledge and skills in developing and implementing effective marketing strategies using Salesforce's Marketing Cloud platform. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification is highly valued in the industry and is an excellent way for candidates to demonstrate their expertise in Marketing Cloud consulting.

Salesforce CRT-550 certification exam covers a wide range of topics, including data management, email marketing, mobile messaging, social media, and reporting. Candidates are expected to have a deep understanding of Marketing Cloud's core features and functionality, including email studio, mobile studio, social studio, advertising studio, and web studio. Furthermore, they should be able to demonstrate their ability to create and manage campaigns, integrate Marketing Cloud with other Salesforce products, and use data to drive insights and decision-making. By passing this certification exam, professionals can showcase their mastery of Salesforce Marketing Cloud and demonstrate their ability to deliver value to organizations looking to leverage the platform for marketing automation and customer engagement.

Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q84-Q89):

NEW QUESTION # 84

A customer's marketing manager will use Social Pages to manage the company's Facebook page.

Which role should the marketing manager have in the Marketing Cloud?

Choose one answer

- A. Content Editor/Publisher
- B. Security Administrator
- C. Channel Manager
- D. Viewer

Answer: A

NEW QUESTION # 85

UESTION NO:27

Northern Trail Outfitters (NTO) has been storing web behavior to a data extension for several years. They have indicated with several hundred millions of rows there has been an impact on performance. NTO indicates they only need to store data from the previous twelve months which will not exceed eighty million rows.

Which two methods would allow them to utilize a Retention Policy? (Choose 2 answers)

- A. Reconfigure the current data extension as-is with a Retention Period via Contact Builder.
- B. Delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder.
- C. Replace the current data extension with a new data extension configured with a Retention Period.
- D. Clear data from the current data extension completely, then reconfigure a Retention Period via Email Studio.

Answer: B,C

Explanation:
Explanation
To utilize a Retention Policy for a data extension that stores web behavior data, two methods are possible. One is to delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder. This will allow the data extension to keep only the data from the previous twelve months and delete any older data automatically. The other method is to replace the current data extension with a new data extension configured with a Retention Period. This will create a new data extension with the same fields and settings as the old one, but with a Retention Period enabled. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_data_retention_policies.htm&type=5https://help.salesforc

NEW QUESTION # 86

A customer wants to store financial data related to invoicing in its data extensions.

What field type should be used?

- A. Number
- B. Currency
- C. Float
- D. Decimal

Answer: D

NEW QUESTION # 87

A customer wants to import the previous 10 years of customer purchase data in their Marketing Cloud account. Through discovery, it is determined there are over 200 million records they plan to upload via the REST API, and this volume will continue to grow as the current purchase data is added.

Which two questions should be asked for further discovery?

Choose 2 answers

- A. Why do they require 10 years of historical data in Marketing Cloud?
- B. How many API calls are included in their License?
- C. Does their License include the Large Data Extensions feature?
- D. Does their License include support for REST APIs?

Answer: A,B

NEW QUESTION # 88

For security reasons, Northern Trail Outfitters indicates they cannot store PII directly within their Marketing Cloud account. They are considering implementingTokenized Sending to pull PII from their data warehouse at send time. They indicate they send several large, time-sensitive emails per year.

Which two considerations should be made about Tokenized Sending? (Choose 2 answers)

- A. Service Level Agreements for email sends are unsupported with the inclusion of outside servers.
- B. Journey Builder Decision Splits provide a method to access data of Tokenized data natively.
- C. Tokenized Sending should be combined with field-level data encryption for additional security.
- D. Personalization Strings still allow PII to be displayed within an email.

Answer: A,D

Explanation:
Explanation
Two considerations that should be made about tokenized sending are:
Personalization strings still allow PII to be displayed within an email. Tokenized sending does not encrypt or mask PII within an email, it only prevents it from being stored in Marketing Cloud.
Therefore, personalization strings should be used with caution and only when necessary.
Service Level Agreements for email sends are unsupported with the inclusion of outside servers.
Tokenized sending relies on an external server to provide PII at send time, which may introduce latency or errors that affect the delivery time and performance of emails.
Journey Builder decision splits do not provide a methodto access tokenized data natively, but they can be configured with custom activities or API calls to do so. Tokenized sending does not require field-level data encryption for additional security, as PII is never stored in Marketing Cloud. References:
https://help.salesforce.com/s/articleView?id=sf.mc_es_tokenized_sending.htm&type=5

NEW QUESTION # 89

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