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Who should take the CRT-550 exam

The Salesforce Certified Marketing Cloud Consultant CRT-550 Exam certification is an internationally-recognized validation that identifies persons who earn it as possessing skilled as a Certified Marketing Cloud Consultant. If a candidate wants significant improvement in career growth needs enhanced knowledge, skills, and talents. The Salesforce Certified Marketing Cloud Consultant CRT-550 Exam certification provides proof of this advanced knowledge and skill. If a candidate has knowledge of associated technologies and skills that are required to pass the Salesforce Certified Marketing Cloud Consultant CRT-550 Exam then he should take this exam.

To prepare for the CRT-550 exam, candidates should have hands-on experience with the Salesforce Marketing Cloud. It is recommended that candidates have at least six months to one year of experience with the platform before taking the exam. In addition to experience, candidates can use various study materials, including official Salesforce training courses, study guides, and

practice exams. The Salesforce website also provides a certification guide that outlines the exam's content and format.

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Passing the Salesforce CRT-550 Exam is essential for individuals who want to establish themselves as certified marketing cloud consultants. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification can help professionals enhance their career prospects and gain recognition in the industry. It is also a valuable asset for organizations that are looking to hire marketing cloud consultants. By hiring certified professionals, companies can be assured of their expertise and knowledge in Salesforce Marketing Cloud, which can help them achieve their marketing goals and objectives.

Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q145-Q150):

NEW QUESTION # 145
Northern Trail Outfitters has a customer login page on their website and wants to use Marketing Cloud to send an email to customers who need to reset their password. The email needs to be sent as quickly as possible. Their web server should receive a notification when the email is sent.
Which solution should they use?

- A. Transactional Messaging API
- B. Triggered Send Definition
- C. Multi-Step journey with an API Event entry source
- D. Single Send journey with an API Event entry source

Answer: A

Explanation:
To send an email to customers who need to reset their password on their website, Northern Trail Outfitters should use Transactional Messaging API. Transactional Messaging API is a tool that allows marketers to send transactional emails with high priority and reliability. The emails are sent as quickly as possible and can be personalized with dynamic content. The web server can receive a notification when the email is sent by using callbacks or tracking events. References: https://help.salesforce.com/s/articleView?id=sf. mc_rn_transactional_messaging_api.htm&type=5

NEW QUESTION # 146
Northern Trail Outfitters wants to create a query to populate a data extension with email subscribers who belong to a specific publication list.
Which Data View could they use to achieve this?

- A. _Subscribers
- B. _EnterpriseAttribute
- C. _PublicationSubscriber
- D. _ListSubscribers

Answer: D

NEW QUESTION # 147
Northern Trail Outfitters (NTO) has been storing web behavior in a data extension for several years. They have indicated that with several hundred million 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. Clear data from the current data extension completely, then reconfigure a Retention Period via Email Studio.
- B. Replace the current data extension with a new data extension configured with a Retention Period.
- C. Delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder.
- D. Reconfigure the current data extension as-is with a Retention Period via Contact Builder.

Answer: B,C

Explanation:
Comprehensive Explanation:
In Salesforce Marketing Cloud, applying a Retention Policy to a data extension helps manage data storage by automatically deleting records after a specified period.
* Option B: By deleting data older than twelve months, NTO ensures that only relevant data remains.
Subsequently, configuring a Retention Policy via Contact Builder will automate the deletion of records beyond the desired retention period moving forward.
* Option D: Creating a new data extension with a predefined Retention Policy is a proactive approach.
This ensures that only data within the desired retention period is stored, and it avoids potential issues with applying retention policies to existing data extensions that have exceeded certain thresholds.
Reference:
Salesforce Help: Manage Data Retention Policy

NEW QUESTION # 148
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. Stop Activity
- C. Query Activity
- D. Script Activity

Answer: A

Explanation:
A Verification Activity in Automation Studio checks the number of records in a data extension before proceeding. If the number exceeds a specified threshold (e.g., 2500 contacts), the automation can be halted, preventing the send.
Reference:
Salesforce Help: Verification Activity

NEW QUESTION # 149
A customer wants to limit the number of emails a subscriber receives to a maximum of one email every 14 days. After the 14-day period, the subscriber is eligible to receive the next message.
What should a consultant recommend to meet this criteria?

- A. Create a suppression list populated with the identified subscribers.
- B. Query contacts from the Einstein Engagement Frequency data extension when creating the send.
- C. Create an exclusion data extension populated with the identified subscribers.
- D. Import the identified subscribers into a list when creating the send.

Answer: B

Explanation:
Explanation
Querying contacts from the Einstein Engagement Frequency data extension when creating the send can be used to limit the number of emails a subscriber receives to a maximum of one email every 14 days. The Einstein Engagement Frequency data extension contains information about how often each subscriber engages with emails and what is their optimal send frequency. By filtering the

data extension based on the optimal send frequency, the send can exclude subscribers who have already received an email within the last 14 days.

References:https://help.salesforce.com/s/articleView?id=sf.mc_as_data_view_einstein_engagement_frequency.h

NEW QUESTION # 150

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