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To pass the Salesforce CRT-550 exam, you need to demonstrate your understanding of the Marketing Cloud platform's features and functionalities. You will be tested on your ability to design, implement, and troubleshoot Marketing Cloud solutions to solve business problems. CRT-550 exam consists of 60 multiple-choice questions that you need to answer in 90 minutes. To succeed, it is recommended that you have at least six months of experience working with the Marketing Cloud platform and have completed the Marketing Cloud Consultant certification course. By passing the Salesforce CRT-550 Exam, you can gain recognition as a certified Marketing Cloud Consultant, which can help you advance your career and open up new job opportunities.

Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q141-Q146):

NEW QUESTION # 141

Northern Trail Outfitters has master data extension of 880,000 subscribers they want to randomly split into 11 groups to test different messaging strategies.

How could this be accomplished?

- A. Use Automation Studio with a random split activity.
- B. Create a random data extension within Email Studio.
- C. Use Journey Builder with a random split activity.
- D. Create a random data extension within Contact Builder.

Answer: A

NEW QUESTION # 142

Northern Trail Outfitters (NTO) imports a file daily into Marketing Cloud of customers who have bought a tent from their website that day. They want to set up a month-long welcome Journey which sends emails specific to the purchase such as the type of tent, the available accessories for the tent, and care of the tent at different points throughout the Journey. NTO also recognizes that due to their competitive prices, they have had customers purchase more than one tent within a month.

What type of data should be used in the Decision Splits in their Journey to make sure the choices reflect the correct tent?

- A. Entry Data
- B. Contact Data
- C. Salesforce Data
- D. Journey Data

Answer: D

NEW QUESTION # 143

Northern Trail Outfitters' marketing team is made up of a marketing manager, a marketing specialist, and a graphic designer. The team is new to Marketing Cloud and has very little coding experience. Currently, they use Excel and VLOOKUP to segment their email audiences and import them into Marketing Cloud.

What solution should be recommended to allow for long-term self-sufficiency in segmentation?

- A. Query Activities
- B. Publication Lists
- C. Attribute Groups
- D. Data Filters

Answer: D

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is A - Data Filters.

* Data Filters provide a drag-and-drop, no-code way to segment audiences based on profile attributes or behavior.

* They allow marketing users without SQL or AMPscript knowledge to build audiences directly in Email Studio.

Why others are wrong:

* B: Attribute Groups are used for mapping relationships between data, not for audience segmentation.

* C: Publication Lists manage opt-in/out preferences, not audience segmentation.

* D: Query Activities require SQL coding, which the team lacks experience with.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Data Filters Overview:

"Data Filters allow users to segment data extensions based on attribute values and behavior using a simple drag-and-drop interface, without the need for coding." (Source: https://help.salesforce.com/s/articleView?id=sf.mc_es_data_filters.htm)

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NEW QUESTION # 144

A customer wants to improve the previous 10 years 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. How many API calls are expected to be made at the ask hourly rate?

- B. Does their License include time Large Extensions feature?
- C. What time of day are the API calls made?
- D. Why do they require 10 years' historical data in Marketing Cloud?

Answer: A,D

Explanation:

* How many API calls are expected to be made at peak hourly rate? This question will help determine if they have enough API limits and bandwidth for importing large volumes of data via REST API into Marketing Cloud. The REST API has limits on how many requests can be made per hour per account based on license type and edition.

* Why do they require 10 years' historical data in Marketing Cloud? This question will help determine if they have a valid business case and use case for importing large volumes of historical data into Marketing Cloud. Depending on their marketing objectives and strategies, they may not need 10 years' historical data in Marketing Cloud, which could reduce their storage needs and costs.

What time of day are the API calls made is not relevant to determining a solution for importing large volumes of data via REST API into Marketing Cloud, as it does not affect how data is imported or processed. Whether someone needs to be notified if an error happens on import is not relevant to determining a solution for importing large volumes of data via REST API into Marketing Cloud, as it does not affect how data is imported or processed. References: https://help.salesforce.com/s/articleView?id=sf.mc_overview_large_data_extensions.htm&type=5 https://developer.salesforce.com/docs/atlas.en-us.noverion.mc-apis.meta/mc-apis/using_the_rest_api.htm

NEW QUESTION # 145

In which two ways can Contact Builder be used to affect data stored on a data extension? Choose 2 answers

- A. Reconcile contact data on multiple Contact IDs
- B. Export data from a data extension to any SFTP location
- C. Clear the data from a data extension
- D. Add a single record to a data extension

Answer: A,B

NEW QUESTION # 146

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