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## Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q16-Q21):

### NEW QUESTION # 16

The customer has the following requirements for storing engagement data in their data warehouse:

- \* All email open and click activity must be pulled daily from MC
  - \* Output files must meet the specific requirements for the data warehouse
  - \* All the activity must be provided via FTP in one file.
- Which automation workflow meets the customer requirements?

- A. Extract activity of tracking extracts that combines data into required file -> Transfer activity
- B. Report activity that generates recent send summary report -> Report delivered directly to FTP
- C. Query activity to pull data view information -> Extract activity of data extension -> Transfer activity
- D. Extract activity of data view tables -> Query activity to create the required file -> Transfer activity

Answer: A

### NEW QUESTION # 17

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions.

Which workflow should meet these requirements?

- A. File Drop Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- B. Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- C. Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- D. File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

Answer: B

### NEW QUESTION # 18

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To prepare for the CRT-550 Certification Exam, Salesforce recommends that individuals have at least six months to two years of experience working with Salesforce Marketing Cloud. Other recommended resources for exam preparation include online training modules, Trailhead, and the official Salesforce documentation. Utilizing practice exams and reviewing sample questions can also be helpful in building the necessary knowledge and skills to succeed on the exam.

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## Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q47-Q52):

### NEW QUESTION # 47

The marketing team at Northern Trail Outfitters is new to marketing Cloud and has very little coding experience. The team would like to take their built audience and serve personalized content based on a field in the data extension.

Which solution the consultant recommend?

- A. Reference Content Blocks
- B. AMPscript
- C. Dynamic Content Blocks
- D. Separate template-based emails

**Answer: C**

Explanation:

To take their built audience and serve personalized content based on a field in the data extension without coding experience, Northern Trail Outfitters should use Dynamic Content Blocks. Dynamic Content Blocks are blocks that allow marketers to create personalized content based on rules and filters without coding.

Dynamic Content Blocks can use subscriber attributes or behaviors from data extensions, lists, or journeys as criteria for displaying different content blocks or images. References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_ceb\\_dynamic\\_content\\_blocks.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_ceb_dynamic_content_blocks.htm&type=5)

### NEW QUESTION # 48

Northern Trail Outfitters (NTO) wants email subscribers to adopt their app. They are investigating using MobileConnect features since over 90% of their subscribers provide a Mobile Phone Number when registering.

Which three considerations should be made before implementing MobileConnect?

Choose 3 answers

- A. Not all countries are supported by MobileConnect.
- B. Opting in for messages can only be done via inbound message.
- C. Inbound messaging only works with local Long or Short Codes.
- D. NTO would be charged by mobile operators directly for messages.
- E. Long and Short Codes are not available for all countries.

**Answer: A,B,C**

### NEW QUESTION # 49

A customer wants to create a journey with the goal of making users activate their accounts

within 72 h of registration. New account registrations are stored in a data extension via an API call with a Boolean field indicating whether the subscriber has activated their account. The journey should send activation reminder emails 24 and 48 h after creating an account. The user exits the journey if they activate their account.

Which activities should be included in the customer's journey?

- A. Decision Split > 24 hour Wait > Send Email > Decision Split > 48 hour Wait > Send Email
- B. 24 hour Wait > Decision Split > Send Email > 24 hour Wait > Decision Split > Send Email
- C. Decision Split > 24 hour Wait > Send Email > Decision Split > 24 hour Wait > Send Email
- D. 24 hour Wait > Decision Split > Send Email > 48 hour Wait > Decision Split > Send Email

**Answer: B**

#### NEW QUESTION # 50

Northern Trail Outfitters is migrating from a legacy emailing tool to Marketing Cloud. As part of the migration, they have to go through a security review. Their data privacy team has made it clear that the data in the sandbox should never be mixed with data in production during testing cycles.

What recommendation would a consultant provide on the architecture to fulfill this requirement?

- **A. Implement two separate Marketing Cloud instances.**
- B. Ensure test sends are done from data extensions with attribute 'Is Testing'.
- C. Use Subscriber Filter per business unit to filter production from test data.
- D. Create one or more additional business units for testing.

**Answer: A**

#### NEW QUESTION # 51

What functionality is contained in Journey Builder that does NOT exist in Automation Studio?

- A. Flexibility to wait based on duration or a specific time.
- B. Native execution of a Server-side JavaScript activity.
- C. The option to convert a qualified Lead to a Contact.
- **D. The ability to send an email to a Salesforce audience.**

**Answer: D**

#### NEW QUESTION # 52

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