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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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Salesforce CRT-550 Certification Exam consists of 60 multiple-choice questions and lasts for 105 minutes. Candidates need to score at least 68% to pass the exam. CRT-550 exam covers various topics such as Marketing Cloud architecture, data modeling, segmentation, automation, personalization, and reporting. Candidates need to have a good understanding of these topics to pass the exam.

Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q155-Q160):

NEW QUESTION # 155

Northern Trail Outfitters has started the process of integrating its Marketing Cloud account and Sales Cloud org through Marketing Cloud Connect.

Which configuration should be utilized for the API user created in Marketing Cloud?

- A. API User checkbox is selected, no roles are assigned to user.
- B. API User checkbox is deselected, Marketing Cloud Viewer role is applied.
- C. API User checkbox is deselected, all available roles are assigned to user.
- D. API User checkbox is selected
Administrator & Marketing Cloud Administrator roles are applied.

Answer: D

Explanation:

The API user created in Marketing Cloud for Marketing Cloud Connect should have the API User checkbox selected and the Administrator & Marketing Cloud Administrator roles applied. This ensures that the user has access to all features and functions in Marketing Cloud and can perform API calls between Marketing Cloud and Sales Cloud. References:

https://help.salesforce.com/s/articleView?id=sf_mc_co_create_a_marketing_cloud_api_user.htm&type=5

NEW QUESTION # 156

Northern Trail Outfitters is using a triggered send to send customers their order confirmations. Their commerce platform provides a JSON payload for order details.

What would they use to format the JSON within the email?

- A. ParseJSON content block within Content Builder
- B. TransformJSONQ AMPscript Function
- C. BuildRowSetFromJSON() AMPscript Function
- D. SSJS platform function ParseJSON
SSJS platform function ParseJSON

Answer: D

NEW QUESTION # 157

Northern Trail Outfitters has recently configured MobileConnect and wants to perform single send-outs from within MobileConnect using data extensions that contain automatically refreshed segments.

Which two fields would need to be added to enable these data extensions for sending? (Choose 2 answers)

- A. A field of Locale type containing the locale code
- B. A field of Phone type containing the mobile number
A field of Phone type containing the mobile number
- C. A field of Text type containing the country code plus mobile number
- D. A field of Locale type containing the country code
A field of Locale type containing the country code

Answer: B,D

Explanation:

Explanation

To enable data extensions for sending SMS messages from MobileConnect, Northern Trail Outfitters should add two fields to their data extensions: a field of Locale type containing the country code and a field of Phone type containing the mobile number. These fields are required for MobileConnect to identify and send messages to mobile subscribers.

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

NEW QUESTION # 158

A customer wants to send SMS messages as part of a Journey. They are concerned the messages will deploy when subscribers are asleep. If a subscriber qualifies to receive an SMS message as part of the journey between 1 a.m. and 6 a.m., the customer prefers the message to not be sent.

What solution should a consultant recommend to meet the criteria?

- A. Run an Import Definition at 12 a.m. to create a suppression list.
- B. Create a Journey Goal to exit subscribers from the Journey.
- C. Run a SQL Query at 12:30 a.m. to create a suppression list.
- D. **Create and enable a BLOCKOUT window In MobileConnect.**

Answer: D

NEW QUESTION # 159

Northern Trail Outfitters has acquired a new company and is importing customer data to Marketing Cloud. They want to ensure commercial emails are not sent to email addresses who have previously opted-out.

Which feature should they use?

- A. Exclusion Script
- B. **Suppression List**
- C. Exclusion List
- D. Auto-suppression List

Answer: B

NEW QUESTION # 160

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