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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.

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To prepare for the CRT-550 exam, candidates should have a solid understanding of Marketing Cloud features and functionality. Salesforce offers a variety of resources to help candidates prepare for the exam, including online courses, study guides, and practice exams. Candidates can also participate in the Salesforce Trailblazer Community to connect with other Marketing Cloud professionals and learn from their experiences. With the right preparation, passing the CRT-550 Exam can be a challenging but rewarding experience for Marketing Cloud professionals.

Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q136-Q141):

NEW QUESTION # 136

A customer wants to send an email from Sales Cloud on behalf of the record owner.
How should the consultant meet this requirement?
Choose 2 answers

- A. Use a custom Delivery Profile.
- B. Use the Organization-Wide Email address.
- C. Use a custom Send Classification.
- D. Use the Send From Record Owner option

Answer: C,D

NEW QUESTION # 137

Northern Trail Outfitters wants to encourage customers who made a purchase on their website without leaving a review to come back and review their purchase. They want to use Journey Builder to automatically inject contacts who meet these criteria into a Journey.
What product should be recommended?

- A. Data Studio
- B. Web Analytics Connector
- C. Google Analytics 360
- D. Audience Studio

Answer: B

Explanation:
Comprehensive and Detailed Explanation:
The correct answer is B - Web Analytics Connector (WAC).
* Web Analytics Connector allows you to capture website events (like a purchase or non-review event) and pass them back to Marketing Cloud.
* You can use WAC to inject those contacts into Journey Builder automatically based on behavioral criteria.
# Why others are wrong:
* A: Audience Studio (DMP) is for paid media audiences - not for direct injection based on onsite behavior.
* C: Data Studio is a marketplace for audience data - not used for connecting web behaviors.
* D: Google Analytics 360 is for analyzing web behavior, but on its own, it doesn't push contacts into Journeys without customization.
Exact Extract from Salesforce Official Documentation:
Salesforce Help - Web Analytics Connector Overview:
"Use Web Analytics Connector (WAC) to capture web behavior and automate customer journey entry based on onsite actions such as purchases, page visits, or abandoned activities." (Source: https://help.salesforce.com/s/articleView?id=sf.mc_wac_overview.htm)
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NEW QUESTION # 138

Northern Trail Outfitters received an email about reaching API limits within Salesforce and they think this is caused by the integrated Marketing Cloud account.
Which two types of API calls are counted against the rolling 24-hour limit?

- A. CreateSalesforceObject() AMPscript
- B. Login Calls
- C. Bulk API
- D. SOAP API Calls updating objects

Answer: D

NEW QUESTION # 139

A customer is using Marketing Cloud Connect but not sending tracking back to Sales Cloud. They want to create a Task on Contact and Lead records for follow-up when someone has not opened five emails in a row.
Which activities could be used to fulfill this requirement?

- A. Salesforce Data Entry, SQL Query Activity, Task Activity
- B. Scheduled Automation, SQL Query Activity, Data Extension Entry, Task Activity
- C. Scheduled Automation, Filter Activity, Data Extension Entry, Contact Activity
- D. API Event Entry, SQL Query Activity, Task Activity

Answer: A

Explanation:
You would:
* Use Salesforce Data Entry to identify the Contacts and Leads in scope.
* Use SQL Query Activity to evaluate who has not opened five emails based on Data Views.
* Use Task Activity to create Salesforce tasks automatically.
This path matches Option A exactly.
-
Exact Extracts from Salesforce Documentation:
Source: Salesforce Help - Salesforce Activities in Journey Builder
"Salesforce Activities, including Task creation, can be used to automate CRM record updates from Marketing Cloud." Source: Salesforce Marketing Cloud Connect Guide - SQL Query Activities
"SQL Query Activities allow filtering and evaluation of marketing engagement data (such as opens and clicks) stored in Data Views."
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NEW QUESTION # 140
An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and Not Sent, to ensure they are fulfilling a legal obligation due to the nature of their messages.

- A. Event Notification Service
- B. Data View Export with every send
- C. Platform Events API
- D. Data Retrieves on the Send Object

Answer: A

Explanation:
To get real-time updates on transactional email metrics, such as Sent and Not Sent, Northern Trail Outfitters should use Event Notification Service. Event Notification Service is a feature that allows marketers to receive real-time notifications of email tracking events via webhooks or APIs. Event Notification Service can help marketers monitor and troubleshoot transactional email sends and ensure compliance with legal obligations.
References: https://help.salesforce.com/s/articleView?id=sf.mc_es_event_notification_service.htm&type=5

NEW QUESTION # 141
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