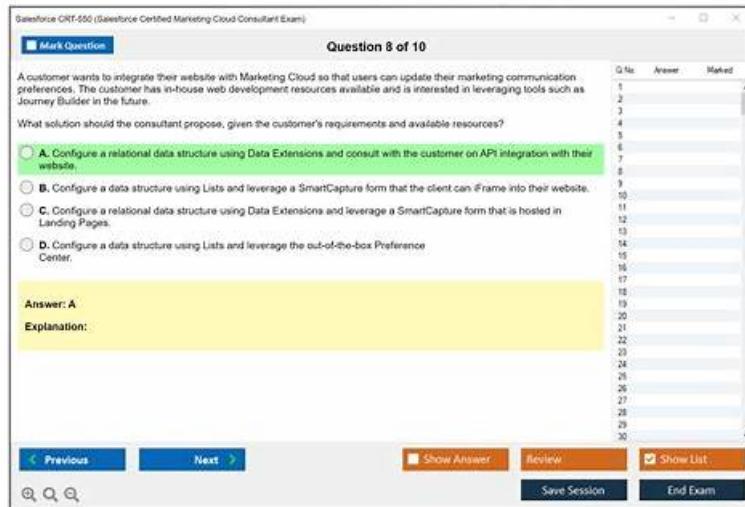


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Salesforce CRT-550 exam is designed for professionals who have experience in implementing and managing the Salesforce Marketing Cloud platform. It is recommended for Marketing Cloud administrators, consultants, and developers who want to advance their careers in the Marketing Cloud ecosystem. CRT-550 Exam consists of 60 multiple-choice questions that must be completed within 105 minutes. The passing score is 68%, and the exam fee is \$400.

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For the recognition of skills and knowledge, more career opportunities, professional development, and higher salary potential, the Salesforce CRT-550 certification exam is the proven way to achieve these tasks quickly. Overall, we can say that with the Preparing for your Salesforce Certified Marketing Cloud Consultant Exam (CRT-550) exam you can gain a competitive edge in your job search and advance your career in the tech industry.

Achieving the Salesforce Certified Marketing Cloud Consultant certification can open up many career opportunities for professionals in the marketing automation field. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification is recognized globally and demonstrates the candidate's expertise in Salesforce Marketing Cloud. It can also lead to higher salaries and promotions within organizations that use Salesforce Marketing Cloud for their marketing campaigns.

Salesforce CRT-550 Exam is designed for individuals who have extensive knowledge and experience working with Salesforce Marketing Cloud. CRT-550 exam covers a range of topics, including Marketing Cloud setup and configuration, data management, email marketing, mobile marketing, social media marketing, and analytics. Candidates must have a deep understanding of these topics to pass the exam and earn the certification.

Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q38-Q43):

NEW QUESTION # 38

When Northern Trail Outfitters acquires a new customer, it would like to send a series of welcome messages on behalf of the brand

with an optimized send time. New customers will be sent to Marketing Cloud via an hourly batch file drop. Which solution should the consultant recommend?

- A. Use Automation Studio to process and segment the new customers, and use Journey Builder for the campaign sends and decisioning.
- B. Use Automation Studio to process and segment the new customers, and use Email Studio for the campaign sends and decisioning.
- C. Use Journey Builder to process and segment the new customers, and for the campaign sends and decisioning.
- D. Use Automation Studio to process and segment the new customers, and for the campaign sends and decisioning.

Answer: B

NEW QUESTION # 39

Northern Trail Outfitters sends emails for Password Resets from their web store when requested. An SMS message should be deployed if the password reset email is not sent.

What processes should they utilize to ensure a timely delivery across email and SMS?

- A. Triggered send definition and use data extract Not Sent to a data extension then send SMS to those failed sends
- B. **Transactional email send with the event notification service response to determine and trigger an API call to an SMS message**
- C. Triggered send definition, and use API response to determine and send API call to trigger an SMS password reset
- D. Multiple path journey with engagement split if password reset link clicked; if link not clicked, then SMS Password Reset activity

Answer: B

Explanation:

Explanation

Transactional email send with the event notification service response can be used to send password reset emails and get real-time feedback on the delivery status. If the email is not sent, an API call can be triggered to send an SMS message instead. References: https://help.salesforce.com/articleView?id=sf.mc_es_event_notification_service.htm&type=5 <https://developer.sa>

NEW QUESTION # 40

Northern Trail Outfitters is having their regional supplier conference and wants to allow attendees to request event-specific safety notifications, schedule or room changes, and surprise pop-up sessions.

Which solution should they use?

- A. **Keyword opt-in and SMS Messaging**
- B. Existing Email Event Notification Subscription
- C. Smart Capture and Triggered email messaging
- D. CloudPages opt-in to Event Journey

Answer: A

Explanation:

Comprehensive and Detailed Explanation:

* A (Keyword opt-in and SMS Messaging) is ideal because attendees can text a keyword to opt-in, and SMS provides instant, mobile-friendly, time-sensitive alerts like safety notifications or room changes.

Why Others Are Incorrect:

* B: Email and Smart Capture are too slow for live event updates.

* C: CloudPages require internet access and form submission - not practical for quick opt-ins at live events.

* D: Existing email subscriptions are static, not event-specific or real-time.

Exact Extract:

Salesforce Help: MobileConnect Keyword Setup

"Keywords enable mobile users to opt in to receive SMS messages. MobileConnect supports using keywords for event-specific opt-ins."

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NEW QUESTION # 41

Northern Trail Outfitters (NTO) wants to implement an abandon cart journey. The data for the journey exists in three separate data extensions (DE).

- * The first DE is populated by web analytics data, and does not contain a Subscriber Key or Email Address value.
- * A Customer Reference DE is updated daily and holds subscriber information.
- * The third DE is populated by a file sent to the SFTP after five days If the customer has not purchased the abandoned items.
- * The third DE will be used in the journey for a decision split, and it does not contain a Subscriber Key or Email Address.
- * If the web analytics file is empty, NTO does not want the automation to finish running.

Which order of activities should be used to fulfill this requirement?

- A. File Drop Automation > Import File Activity > Verification Activity > Query Activity for file one > Query Activity for file two > Data Extension Entry
- B. Scheduled Automation > Import File Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two
- C. File Drop Automation > Verification Activity > Query Activity for file one > Data Extension Entry > Query Activity for file two
- D. Scheduled Automation > Import File Activity > Verification Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two

Answer: A

NEW QUESTION # 42

Northern Trail Outfitters (NTO) maintains a blog for key outdoor enthusiast influencers to use in sharing their experiences with NTO equipment and the outdoors. NTO also sends out a weekly email newsletter, and they want to include links to the latest blog entries as part of the newsletter.

Which two solutions could pull in the RSS feed at the time of send?

Choose 2 answers

- A. AMPscript
- B. External Content
- C. Personalization Strings
- D. Dynamic Content

Answer: B,C

NEW QUESTION # 43

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