

# Quiz 2026 CRT-550: High Pass-Rate Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Exam Book



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Achieving the Salesforce CRT-550 certificate is an excellent way of paying your way in the tech field. However, to become Salesforce CRT-550 certified, you will have to crack the Salesforce CRT-550 exam. This is a challenging task since preparation for the Salesforce CRT-550 Exam demands an inside-out understanding of CRT-550 domains and many Salesforce CRT-550 test applicants do not have enough time due to their busy routines.

Obtaining the Salesforce CRT-550 certification can prove to be a significant milestone in a Marketing Cloud Consultant's career. As the demand for Marketing Cloud solutions grows, there is a need for professionals who have the expertise to implement these solutions effectively. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification demonstrates to employers and clients that the candidate has the necessary skills and knowledge to deliver successful Marketing Cloud projects.

## Salesforce Certified Marketing Cloud Consultant CRT-550 Exam

Salesforce Certified Marketing Cloud Consultant CRT-550 Exam is related to Salesforce Certified Marketing Cloud Consultant Certification. This exam validates the Candidate ability to implement Marketing Cloud Email Studio, Journey Builder, Automation Studio, Content Builder, Contact Builder, and Marketing Cloud Connect in a customer-facing role. It also deals with the ability to administrate and configure Marketing Cloud Email application, marketing Cloud by demonstrating implementation design best practices, executing the deployment of campaigns, and finalizing custom solutions for customers.

>> **CRT-550 Exam Book** <<

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## Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q124-Q129):

NEW QUESTION # 124

Northern Trail Outfitters wants to control what content is available to certain users and business units. They also want to control what is allowed to be edited and ensure those edits are reviewed prior to being changed. What should be implemented to achieve these goals?

- A. Set up Approval Workflow and Share setting inside Marketing Cloud.
- B. Edit the Content Permissions and Restrictions by Role setting for each user.
- C. Integrate an outside CMS with all these permissions built in.
- D. Build out an internal business governance and process to support this.

**Answer: A**

Explanation:

Setting up Approval Workflow and Share setting inside Marketing Cloud can be used to control what content is available to certain users and business units, what is allowed to be edited, and ensure those edits are reviewed prior to being changed. Approval Workflow allows users to submit content for approval before it can be used in messages or journeys, while Share setting allows users to share content across business units with different levels of access. References: [https://help.salesforce.com/articleView?id=sf\\_mc\\_co\\_approval\\_workflow.htm&type=5](https://help.salesforce.com/articleView?id=sf_mc_co_approval_workflow.htm&type=5) [https://help.salesforce.com/articleView?id=sf\\_mc\\_co\\_share\\_content\\_across\\_business\\_units.htm&type=5](https://help.salesforce.com/articleView?id=sf_mc_co_share_content_across_business_units.htm&type=5)

#### NEW QUESTION # 125

Northern Trail Outfitters wants to target all customers who have registered to receive Push Notifications.

Their app uses the Mobile Push SDK.

In which two ways should this segment be created?

- A. Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group.
- B. Using Contact Builder, create a Filter Data Extension from AB Contact where there is record in MobilePush Demographics.
- C. Using Journey Builder, target the entire customer database then filter using MobilePush Demographics attribute group.
- D. Using Automation Studio, query the \_MobilePushDemographics Data View and save this to a data extension.

**Answer: A,D**

Explanation:

To target all customers who have registered to receive push notifications, Northern Trail Outfitters can use two ways to create this segment:

\* Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group. This is a user-friendly tool that allows marketers to segment their mobile push audience based on criteria and conditions without coding.  
\* Using Automation Studio, query the \_MobilePushDemographics Data View and save this to a data extension. This is a more advanced tool that allows marketers to segment their mobile push audience using SQL queries and data views.

Using Journey Builder or Contact Builder are not ways to create segments for mobile push audiences, as they are used for different purposes. References: [https://help.salesforce.com/s/articleView?id=sf\\_mc\\_moc\\_create\\_a\\_filtered\\_list.htm&type=5](https://help.salesforce.com/s/articleView?id=sf_mc_moc_create_a_filtered_list.htm&type=5) [https://help.salesforce.com/s/articleView?id=sf\\_mc\\_as\\_query\\_activity.htm&type=5](https://help.salesforce.com/s/articleView?id=sf_mc_as_query_activity.htm&type=5) [https://help.salesforce.com/s/articleView?id=sf\\_mc\\_as\\_data\\_view\\_mobilepushdemographics.htm&type=5](https://help.salesforce.com/s/articleView?id=sf_mc_as_data_view_mobilepushdemographics.htm&type=5)

#### NEW QUESTION # 126

Northern Trail Outfitters has several business units (BU) and each BU uses specific data extensions, like Product Information. How Should they configure these data sources?

- A. Use the File Transfer Activity to import data into each BU.
- B. Share data extensions from the top-level BU.
- C. Give users the Administrator Role so they can see all of the data.
- D. Create a local copy of the product data in each BU.

**Answer: B**

#### NEW QUESTION # 127

Northern

Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products.

How should the consultant facilitate this within Contact Builder?

- A. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.
- B. Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.
- C. Create three distinct Attribute Groups that link each data extension directly to Contacts.
- D. Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.

**Answer: A**

#### NEW QUESTION # 128

Northern Trail Outfitters (NTO) wants to sendout a communication to subscribers who have not made a purchase the last six months. Customer are often opted-in to more than one messaging channel. NTO would like to be able to communicate the same message across all channels.

Which flow would meet theirneeds?

- A. Query Activity > API Event > Automation Studio Activities
- B. Import Activity > Decision > Journey Activities
- C. **Query Activity > Data Extension Entry Source > Journey Activates**
- D. Salesforce Entry Event > Query Activity > Automation StudioActivities

**Answer: C**

Explanation:

Explanation

A query activity is an automation studio activity that allows querying data from data extensions or data views using SQL statements. A data extension entry source is a journey builder entry source that allows injecting contacts into a journey based on a data extension. Journey activities are actions that occur within a journey, such as sending an email or updating a contact attribute. By using a query activity to filter contacts who have not made a purchase in the last six months from their order data extension, NTO can create a sendable data extension with those contacts and use it as a data extension entry source for their journey. Then, by using journey activities, they can communicate the same message across all channels to those contacts. References:

[https://help.salesforce.com/articleView?id=sf.mc\\_as\\_sql\\_query\\_activity.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_as_sql_query_activity.htm&type=5)

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#### NEW QUESTION # 129

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