

Salesforce CRT-550熱門考題 - CRT-550考試



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Salesforce CRT-550是一項證書考試，旨在為有志於從事市場雲諮詢工作的人士設計。此考試旨在測試候選人在使用Salesforce的營銷雲平台開發和實施有效營銷策略方面的知識和技能。這項認證在業界非常受重視，是候選人展示其在市場雲諮詢方面專業知識的出色途徑。

Salesforce認證的行銷雲顧問考試(CRT-550)是一項旨在測試您對Salesforce行銷雲平台的知識和技能的證書考試。此考試面向負責使用Salesforce行銷雲平台實施和管理行銷活動的顧問。此認證考試涵蓋多個主題，包括電子郵件營銷、移動營銷、社交媒體營銷、數據管理和分析。

Salesforce CRT-550考試是一個具有挑戰性的考試，需要廣泛的準備和對營銷概念和策略的深刻理解。該考試涵蓋了廣泛的主題，包括數據建模和管理、電子郵件營銷、Journey Builder、自動化和分析。候選人需要展示他們在這些領域的知識和專業知識，以便通過考試並獲取認證。

>> Salesforce CRT-550熱門考題 <<

CRT-550考試 - CRT-550最新題庫

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最新的 Salesforce Marketing Cloud Consultant CRT-550 免費考試真題 (Q36-Q41):

問題 #36

A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. The corporate office controls the advertising copy and subscriber list. The owners of franchised stores add a customized local message to the marketing campaign. What hierarchy should be recommended?

- **A. One parent business unit and a child business unit for each franchise owner.**
- B. One parent business unit and a child business unit for franchise owners.
- C. A parent business unit for each franchise owner.
- D. One business unit.

答案： A

解題說明：

Comprehensive and Detailed Explanation: The correct approach is one Parent Business Unit (corporate) with one Child Business Unit per franchise owner. This setup allows:

- * Corporate to control global assets, subscriber management, and brand compliance.
- * Franchise owners to localize messages within their own Business Unit, without accessing or changing corporate-controlled assets.

Why Other Options Are Incorrect:

- * A: "Franchise owners" (plural) need individualized control; a single child BU won't be sufficient.
- * C: One Business Unit won't provide separation between different franchise operations.
- * D: Having a separate parent BU for each franchise is excessive, costly, and not scalable.

Exact Extract: Salesforce Help: Business Unit Overview

"Use Business Units to manage assets, permissions, and subscribers separately while maintaining corporate brand control across an enterprise."

問題 #37

Northern Trail Outfitters (NTO) recently launched a MR loyalty program. NTO wants to offer a signup bonus to subscribers who have made purchases in the last 6 months, but are yet to be loyalty members.

Which integration should allow NTO to select an audience of these subscribers?

- A. Contact Builder Attribute Groups
- B. Advertising Studio
- C. Behavioral Triggers
- **D. Marketing Cloud Customer Data Platform**

答案： D

問題 #38

Northern Trail Outfitters(NTO) is using Einstein Content Selection to populate its emails with personalized product images at send time. These emails typically see high engagement, but because of the frequency of these emails, a customer could see the same image asset several times within a 2-week span.

How should NTO marketers ensure there's a limit to the number of times a particular image asset can be chosen for a customer?

- **A. Set Fatigue Rules for the product Asset Classes.**
- B. Utilize Einstein Engagement Frequency to send the emails less often.
- C. Set a Fallback Asset.
- D. Ask the content team to create more images in order to diversify the asset pool.

答案： A

解題說明：

Explanation

To ensure there's a limit to the number of times a particular image asset can be chosen for a customer, NorthernTrail Outfitters should set fatigue rules for the product asset classes. Fatigue rules are settings that allow marketers to control how often an asset can be selected for a customer within a specified time period.

For example, a fatigue rule can prevent an asset from being selected more than once in 14 days.

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

問題 #39

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

答案： D

問題 #40

A customer wants to integrate a new dataset with pre-existing contacts. This data will be updated via separate data feeds from the main contact information.

What data model configuration should be recommended

- A. Create additional attribute fields in the main contact data extension.
- **B. A Create a new data extension and link it to the other data extension**
- C. Create a new data extension and link it as a new population.
- D. Create new Salesforce data and link it to the other data extensions.

答案： B

解題說明：

To integrate a new dataset with pre-existing contacts, Northern Trail Outfitters should create a new data extension and link it to the other data extension. A data extension is a table that stores data in Marketing Cloud, such as contact information or purchase history. Data extensions can be linked by common fields or attributes using Contact Builder or SQL queries. References:

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

問題 #41

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