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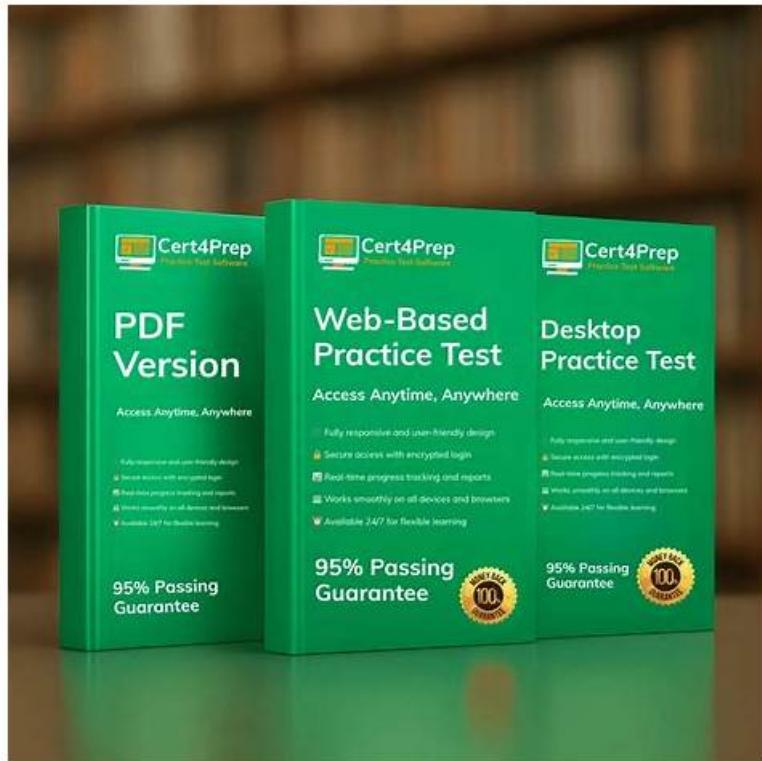
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Preparing for the Salesforce Certified Marketing Cloud Consultant CRT-550 certification exam requires a comprehensive understanding of the Marketing Cloud platform and its features, as well as a deep knowledge of marketing automation and campaign management principles. Candidates can prepare for the exam by taking online courses, attending webinars and workshops, and

participating in study groups. Salesforce also offers study guides and practice exams that can help candidates prepare for the certification exam. By passing the CRT-550 Exam, candidates can demonstrate their expertise in using the Salesforce Marketing Cloud platform to drive business success and advance their careers in the digital marketing industry.

# Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q83-Q88):

**NEW QUESTION # 83**
A marketer at Northern Trail Outfitters (NTO) wants to send important updates to customers about products they have previously purchased. The marketer has little experience with coding. Also, the information is spread across multiple data extensions and is imported nightly from NTO's e-commerce platform - Contacts, Orders, Order Items, and Products.
Which design should a consultant recommend for segmentation?

- A. Create SQL Query Activities for the marketer to modify.
- B. Establish data relationships and create Data Filters for the marketer to modify.
- C. Link the data extensions in an Attribute Group.
- D. Combine the data outside of Marketing Cloud and upload it into a Sendable Data Extension.

**Answer: B**

**NEW QUESTION # 84**
NTO wants to import files at certain standard times, but occasionally a file will be dropped on a Friday if the 30th of the month falls on a weekend.
What is the flow?

- A. A scheduled automation to send emails to customers who made a purchase daily.
- B. A user-initiated message to send an email to customers who made a purchase daily.
- C. Triggered Import - user initiated send (not scheduled).

**Answer: C**

Explanation:
If a question is related to automation and it mentions that a file will be available in the FTP always at a specific time, your answer will be an option with a scheduled automation. Scheduled automations are used when you know the time a file is pushed into FTP and it always runs at a scheduled time. If a question is related to automation and there is an uncertainty when the file will be pushed to FTP (ex; a day before last working day / if a date falls on a weekend, it will be available on last Friday etc.), your answer will be an option with a Triggered Automation. Triggered Automations are fired as soon as a file hits a specific location within FTP. Transfer activity is involved when file in encrypted.

**NEW QUESTION # 85**
A consultant configured a triggered send definition in Sales Cloud for a customer using Marketing Cloud Connect, The trigger is on a Custom Object called 'Shipments' and is enabled for Triggered Sends in Setup.
Which two configuration requirements should be considered when troubleshooting? (Choose 2 answers)

- A. The Shipment object is on the Account Related List.
- B. The Shipment object requires a Lookup to Lead or Contact.
- C. An Apex Trigger is created on the Shipment object.
- D. There is a Master Detail Relationship from Contact to Shipment.

**Answer: A,B**

**NEW QUESTION # 86**
Northern Trail Outfitters wants to suppress their highly engaged email subscribers (multiple opens and clicks for a target campaign) from active display campaigns to reduce overall cost and eliminate unnecessary targeting to theuser.
What should be recommended?

- A. Google Analytics 360

- B. Einstein Engagement Scoring
- C. Mobile Studio
- D. Advertising Studio

**Answer: D**

Explanation:
Explanation
Advertising Studio is a tool that allows marketers to create and manage advertising campaigns across various channels, such as display, social, and search. It can also leverage Marketing Cloud data and segments to target or suppress audiences based on their engagement behavior.
References:https://help.salesforce.com/s/articleView?id=sf.mc_as_advertising_studio_overview.htm&type=5

**NEW QUESTION # 87**
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. Transactional email send with the event notification service response to determine and trigger an API call to an SMS message
- B. Triggered send definition and use data extract Not Sent to a data extension then send SMS to those failed sends
- C. Multiple path journey with engagement split if password reset link clicked; if link not clicked, then SMS Password Reset activity
- D. Triggered send definition, and use API response to determine and send API call to trigger an SMS password reset

**Answer: A**

Explanation:
# Comprehensive and Detailed Explanation:
This is a classic transactional use case involving multiple channels: if the password reset email fails to send, the system must fallback to SMS delivery.
The best-practice solution is to:
* Use a Transactional Send API for password reset emails.
* Use the Event Notification Service (ENS) to monitor delivery or bounce events in near real-time.
* Based on failure status, trigger an API call to initiate an SMS message.
D is the only option that uses Salesforce's native ENS and API infrastructure for near real-time failure handling, which meets the requirement for "timely delivery."
# Why Other Options Are Incorrect:
A: The Not Sent data extract is not real-time and is typically processed in batch - not suited for password resets that require instant fallback.
B: Engagement Splits (e.g., link clicked) are not ideal for determining whether an email was delivered or not.
Plus, password resets don't rely on email clicks - they're more about deliverability.
C: API responses for triggered email sends do not reflect actual delivery success or failure - they only reflect submission status. You need ENS to monitor actual send results.
Exact Extracts from Salesforce Documentation:
Salesforce Event Notification Service (ENS): "ENS sends near-real-time email delivery, bounce, or click events to external systems so you can monitor transactional sends and take automated actions (e.g., triggering an SMS)."
- Source: https://developer.salesforce.com/docs/marketing/marketing-cloud/guide/ens-overview.html Transactional Email via API:
"Use the Transactional Messaging API to send password resets or other 1-to-1 emails. Integrate with Event Notification Service to determine the outcome of each message."
- Source: https://developer.salesforce.com/docs/marketing/marketing-cloud/guide/sendTransactionalEmail.
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**NEW QUESTION # 88**
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