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## How to study the CRT-550 Exam

There are two main types of resources for preparation of certification exams first there are the study guides and the books that are detailed and suitable for building knowledge from ground up then there are video tutorial and lectures that can somehow ease the pain of through study and are comparatively less boring for some candidates yet these demand time and concentration from the learner. Smart Candidates who want to build a solid foundation in all exam topics and related technologies usually combine video lectures with study guides to reap the benefits of both but there is one crucial preparation tool as often overlooked by most candidates the practice exams. Practice exams are built to make students comfortable with the real exam environment. Statistics have shown that most students fail not due to that preparation but due to exam anxiety the fear of the unknown. DumpsReview expert team recommends you to prepare some notes on these topics along with it don't forget to practice **Salesforce CRT-550 Exam Dumps** which been written by our expert team, Both these will help you a lot to clear this exam with good marks.

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## Reliable CRT-550 Exam Online, Latest CRT-550 Exam Bootcamp

DumpsReview Preparing for your Salesforce Certified Marketing Cloud Consultant Exam (CRT-550) web-based practice exam software also works without installation. It is browser-based; therefore no need to install it, and you can start practicing for the

Preparing for your Salesforce Certified Marketing Cloud Consultant Exam (CRT-550) exam by creating the Salesforce CRT-550 practice test. You don't need to install any separate software or plugin to use it on your system to practice for your actual Preparing for your Salesforce Certified Marketing Cloud Consultant Exam (CRT-550) exam. DumpsReview Preparing for your Salesforce Certified Marketing Cloud Consultant Exam (CRT-550) web-based practice software is supported by all well-known browsers like Chrome, Firefox, Opera, Internet Explorer, etc.

Salesforce CRT-550 Certification Exam is an essential step for Marketing Cloud professionals looking to advance their careers. With the right preparation and dedication, candidates can pass the exam and become certified Marketing Cloud Consultants, opening up new opportunities for growth and success.

## Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q101-Q106):

### NEW QUESTION # 101

A customer wants to import the previous 10 years of customer purchase data into their Marketing Cloud account. Through discovery, it is determined there are over 200 million records they plan to upload via the REST API, and this volume will continue to grow as the current purchase data is added.

Which two questions should be asked for further discovery? (Choose 2 answers)

- A. Does their license include the Large Data Extensions feature?
- B. How many API calls are expected to be made at the peak hourly rate?
- C. What time of day are the API calls made?
- D. Why do they require 10 years of historical data in Marketing Cloud?

**Answer: A,D**

Explanation:

\* Understanding why 10 years of historical data is required will help assess if storing all that data in Marketing Cloud is necessary and practical (A).

\* Knowing whether their account includes Large Data Extensions is critical because standard Data Extensions might not efficiently support 200+ million records (C).

Timing (B) and API rate (D) are relevant for optimization but not as critical as validating storage capabilities and necessity.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Large Data Extensions Overview

# "Large Data Extensions are required for storing more than 30 million records and for managing massive datasets efficiently."

Source: Salesforce Best Practices - Data Management Discovery

# "Clarify the business purpose of historical data import to align storage and performance with actual marketing needs."

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### NEW QUESTION # 102

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to .. customer feedback. If a customer indicates they are unhappy with the service they have received, NTO wants a new case to be created in service Cloud. NTO is unsure of what is possible within Marketing Cloud but would like to use as much native functionality as possible.

What approach would a consultant recommend?

- A. Use an AppExchange package to create a customized API integration between Marketing D. Cloud and Service Cloud
- B. Use an Engagement Split to capture positive or negative responses, and a Case Activity to create a new case Service Cloud.
- C. Use Automation Studio to capture positive response and a Case Activity to create a new case in Service Cloud.
- D. Use an Engagement Split to capture positive or negative responses, and a Custom Activity to create a new case in Service Cloud Use an AppExchange package to create a new case in Service Cloud.

**Answer: B**

Explanation:

To capture customer feedback via email and create a new case in Service Cloud if a customer indicates they are unhappy with the service they have received, Northern Trail Outfitters should use an Engagement Split to capture positive or negative responses, and a Case Activity to create a new case in Service Cloud. An Engagement Split is an activity that allows marketers to route contacts based on their engagement with email messages, such as opens or clicks. A Case Activity is an activity that allows marketers to

create cases in Service Cloud based on contact attributes or journey data. References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_jb\\_engagement\\_split.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_jb_engagement_split.htm&type=5) [https://help.salesforce.com/s/articleView?id=sf.mc\\_jb\\_case\\_activity.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_jb_case_activity.htm&type=5)

### NEW QUESTION # 103

Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension and purchase data is stored in a second data extension.

Which two steps should they include to accomplish this journey?

- A. Utilize Entry Data on a Decision Split within Journey Builder.
- B. Use Data Designer in Contact Builder to relate the two data extensions.
- C. Create a Data Relationship in Email Studio to relate the two data extensions.
- D. Configure activities within Automation Studio to update the purchase data.

**Answer: A,B**

Explanation:

# Comprehensive and Detailed Explanation:

\* A (Use Data Designer in Contact Builder) is necessary because relationships must be created between data extensions in Contact Builder for Journey Builder to access and evaluate cross-data attributes.

\* B (Utilize Entry Data on a Decision Split) is required because Decision Splits use Entry Data or Contact Data attributes (made available via the relationships created).

# Why Others Are Incorrect:

\* C: Data Relationships in Email Studio are for segmentation and sends, not Decision Splits in Journey Builder.

\* D: Automation Studio updates are irrelevant to Decision Splits in real-time journey flows.

Exact Extract:

Salesforce Help: Data Designer - Contact Builder

"Use Data Designer in Contact Builder to define relationships between data extensions. These relationships allow Journey Builder to evaluate contact data across multiple extensions when using activities such as Decision Splits." Salesforce Help: Journey Builder Decision Split

"Decision Splits evaluate attributes from the entry event data or related data extensions defined in Contact Builder."

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### NEW QUESTION # 104

Northern Trail Outfitters is growing and acquiring other organizations, each with its own instance of Sales Cloud. They are debating whether to upgrade Marketing Cloud Connect to Multi-Org.

What consideration could be provided to help with the decision?

- A. Shared Salesforce Data Extensions will be enabled in up to 5 business units.
- B. Existing accounts cannot be upgraded to Multi-Org.
- C. Once an account is upgraded to Multi-Org, it cannot be turned off.
- D. Custom profile and subscription centers will not be required.

**Answer: C**

Explanation:

# Comprehensive and Detailed Explanation: In a Multi-Org connection model, one Marketing Cloud instance can connect to multiple Salesforce CRM instances. However, once upgraded to Multi-Org, the setting is permanent and cannot be reverted. This is a critical consideration when planning long-term system architecture.

# Why Other Options Are Incorrect:

\* A: Shared Data Extensions are unrelated to Multi-Org setup.

\* B: Custom profile centers are still often needed to manage preferences across different organizations.

\* D: Existing accounts can be upgraded after careful planning and approval from Salesforce.

Exact Extract: Salesforce Help: Marketing Cloud Connect Multi-Org Considerations

"After Multi-Org is enabled, you cannot revert to Single-Org. Carefully consider this configuration before proceeding."

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