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Salesforce CRT-550 certification exam is designed for professionals who want to demonstrate their expertise in marketing automation and customer relationship management using the Salesforce Marketing Cloud. CRT-550 exam is specifically designed for marketing consultants who work with clients to create and implement marketing strategies using the Salesforce platform. The CRT-550 Exam covers a range of topics, including email marketing, mobile marketing, social media marketing, and data management. It also tests the candidates' knowledge of the Salesforce Marketing Cloud tools and features, such as Journey Builder, Email Studio, and Advertising Studio.

## Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q99-Q104):

### NEW QUESTION # 99

Northern Trail Outfitters (NTO) is launching a new subsidiary brand, Cloud Kicks, within the next six months. Cloud Kicks anticipates sending approximately 50,000 emails per month from a child business unit.

NTO will execute a large campaign announcing and associating itself with Cloud Kicks as part of the brand kickoff and is

comfortable sharing digital properties with them. Cloud Kicks wants to utilize a custom sending domain, but deliverability is a primary concern.

What approach should be recommended?

- A. A Private Domain should be applied to the parent business unit.
- B. A new Sender Authentication Package should be used for NTO.
- C. A Private Domain should be applied to the child business unit.
- D. A Sender Authentication Package should be used for CloudKicks.

**Answer: D**

Explanation:

To use a custom sending domain and maintain deliverability for Cloud Kicks, Northern Trail Outfitters should use a Sender Authentication Package (SAP) for Cloud Kicks. A SAP is a tool that allows marketers to authenticate their emails with their own domain name and branding elements, such as links and images. A SAP also helps improve deliverability by increasing sender reputation and avoiding spam filters.

A new SAP for NTO is not needed, as they already have one for their existing brand. A private domain is not recommended for Cloud Kicks, as it does not provide full authentication or branding benefits as a SAP does.

References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_es\\_sender\\_authentication\\_package.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_es_sender_authentication_package.htm&type=5)

## NEW QUESTION # 100

The customer has these requirements for storing engagement data in their data warehouse:

- \* All email open and click activity must be pulled daily from the Marketing Cloud.
- \* Output files must meet the specific requirements for the data warehouse.
- \* All the activity must be provided via FTP in one file.

Which automation workflow meets the customer requirements?

- A. Extract activity of Tracking Extracts that combines data into required file > Transfer activity
- B. Extract activity of data view tables > Query activity to create the required file > Transfer activity
- C. Report activity that generates Recent Send Summary report > Report delivered directly to FTP
- D. **Query activity to pull data view information > Extract activity of data extension > Transfer activity**

**Answer: D**

## NEW QUESTION # 101

Northern Trail Outfitters (NTO) has been storing web behavior to a data extension for several years. They have indicated with several hundred millions of rows there has been an impact on performance. NTO indicates they only need to store data from the previous twelve months which will not exceed eighty million rows.

Which two methods would allow them to utilize a Retention Policy? (Choose 2 answers)

- A. Clear data from the current data extension completely, then reconfigure a Retention Period via Email Studio.
- B. **Replace the current data extension with a new data extension configured with a Retention Period.**
- C. Reconfigure the current data extension as-is with a Retention Period via Contact Builder.
- D. **Delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder.**

**Answer: B,D**

Explanation:

To utilize a Retention Policy for a data extension that stores web behavior data, two methods are possible.

One is to delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder. This will allow the data extension to keep only the data from the previous twelve months and delete any older data automatically. The other method is to replace the current data extension with a new data extension configured with a Retention Period. This will create a new data extension with the same fields and settings as the old one, but with a Retention Period enabled. References:

[https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_data\\_retention\\_policies.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_data_retention_policies.htm&type=5) [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_create\\_a\\_new\\_data\\_extension\\_from\\_an\\_existing\\_data\\_extension.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_create_a_new_data_extension_from_an_existing_data_extension.htm&type=5)

## NEW QUESTION # 102

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. Triggered Import - user initiated send (not scheduled)

**Answer: A**

## NEW QUESTION # 103

A customer is creating a re-engagement campaign. The Campaign only targets subscribers who have had emails fail at send time due to held status within the last 60days. The goal is to send an SMS to the subscribers asking them if they want to update their email address.

What should a consultant recommend to meet the criteria?

- A. Use SQL Query and File Transfer activities from Automation Automation Studio to inject the subscribers into an API Event used as Entry Source by Journey Builder
- B. Use SQL Query and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder
- C. use Data Extension Extract and Import activities from Automation Automation Studio to inject the subscribers into a CloudPage used as an Entry Source by Journey Builder
- D. Use Tracking Extract, File Transfer, and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder.

**Answer: A**

## NEW QUESTION # 104

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