

# **CRT-550 - Perfect Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Training Tools**



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To excel in Salesforce CRT-550, candidates must have in-depth knowledge of Salesforce Marketing Cloud, including email marketing, mobile marketing, social media marketing, advertising, and data management. They should be well-versed in designing and implementing marketing automation solutions that streamline the marketing process and enhance ROI. Additionally, they should have a clear grasp of how to manage various types of data and how to use them to create meaningful insights that can drive better marketing decisions.

To prepare for the CRT-550 certification exam, candidates need to have a deep understanding of marketing strategies and practices, as well as a thorough knowledge of the Salesforce Marketing Cloud platform. They must also be familiar with the latest trends in marketing automation and customer relationship management. CRT-550 Exam consists of 60 multiple-choice questions and has a time limit of 120 minutes. To pass the exam, candidates must score at least 65%. Salesforce offers a range of resources to help candidates prepare for the CRT-550 exam, including study guides, practice exams, and online training courses.

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Salesforce CRT-550 exam is a certification exam designed for those who are interested in becoming a Salesforce Certified Marketing Cloud Consultant. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification is ideal for those who want to demonstrate their expertise and knowledge in Marketing Cloud implementation, configuration, and management. By passing CRT-550 Exam, you will become a recognized expert in the field and will be able to help organizations better manage their marketing campaigns.

## **Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q43-Q48):**

### **NEW QUESTION # 43**

Northern Trail Outfitters (NTO) wants to send out 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 their needs?

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

**Answer: B**

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 # 44**

Northern Trail Outfitters (NTO) maintains a blog for key outdoor enthusiast influencers to use in sharing their experiences with NTO equipment and the outdoors. NTO also sends out a weekly email newsletter, and they want to include links to the latest blog entries as part of the newsletter.

Which two solutions could pull in the RSS feed at the time of send?

Choose 2 answers

- A. Dynamic Content
- **B. Personalization Strings**
- C. AMPscript
- **D. External Content**

**Answer: B,D**

### **NEW QUESTION # 45**

For security reasons, Northern Trail Outfitters indicates they cannot store PII directly within their Marketing Cloud account. They are considering implementing Tokenized Sending to pull PII from their data warehouse at send time. They indicate they send several large, time-sensitive emails per year.

Which two considerations should be made about Tokenized Sending? (Choose 2 answers)

- A. Journey Builder Decision Splits provide a method to access data of Tokenized data natively.
- B. Service Level Agreements for email sends are unsupported with the inclusion of outside servers.
- C. Personalization Strings still allow PII to be displayed within an email.
- D. Tokenized Sending should be combined with field-level data encryption for additional security.

**Answer: B,C**

Explanation:

\* Tokenized Sending allows PII (such as email addresses) to stay external until send time; however, once pulled in via personalization strings, PII can still be displayed within emails.

\* Since Tokenized Sending relies on live API calls to an external database during sends, Salesforce Marketing Cloud's normal service-level guarantees (e.g., send speed and reliability) no longer apply because they now depend on third-party system response times.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Tokenized Sending Overview

# "Tokenized Sending retrieves sensitive customer data at send time, reducing Marketing Cloud's data storage liability. However, if personalization strings reference retrieved fields, PII can still be displayed in the email." Source: Salesforce Help - Tokenized Sending Limitations

# "Marketing Cloud does not guarantee service levels for sends that rely on external Tokenized Sending lookups."

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#### NEW QUESTION # 46

Northern Trail Outfitters wants to target Contacts in an abandoned cart Journey with a Facebook ad. An Ad Campaign Activity has been added to the Journey canvas.

Which extension product should be enabled to use the Ad Campaign Activity?

- A. Social Studio
- B. Interaction Studio
- C. Advertising Studio
- D. Audience Studio

**Answer: C**

Explanation:

Explanation

To use the Ad Campaign Activity in a Journey Builder journey, Northern Trail Outfitters should enable Advertising Studio.

Advertising Studio is a tool that allows marketers to create and manage advertising campaigns on different platforms, such as Facebook, Google, or Twitter. The Ad Campaign Activity is a feature of Advertising Studio that allows marketers to add contacts from a journey to an advertising audience and target them with relevant ads. References:

[https://help.salesforce.com/s/articleView?id=sf.mc\\_as\\_advertising\\_studio.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_as_advertising_studio.htm&type=5)<https://help.salesforce.com>

#### NEW QUESTION # 47

Northern Trail Outfitters is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units.

What two roles, custom or standard, could be assigned to this user to meet the requirement?

Choose 2 answers

- A. Marketing Cloud Channel Manager
- B. Marketing Cloud Regional or Local Administrator
- C. Marketing Cloud Administrator
- D. Marketing Cloud Email Marketing Manager

**Answer: A,C**

#### NEW QUESTION # 48

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