

# CRT-550 Latest Test Questions - CRT-550 Reliable Exam Syllabus

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## Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q16-Q21):

### NEW QUESTION # 16

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

- \* All email open and click activity must be pulled daily from MC
- \* 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. Report activity that generates recent send summary report -> Report delivered directly to FTP
- C. Query activity to pull data view information -> Extract activity of data extension -> Transfer activity
- D. Extract activity of data view tables -> Query activity to create the required file -> Transfer activity

Answer: A

### NEW QUESTION # 17

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension, Separated into two different data extensions.

Which workflow should meet these requirements?

- A. File Drop Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- B. Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- C. Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- D. File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

Answer: B

### NEW QUESTION # 18

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To prepare for the CRT-550 Exam, candidates should have a deep understanding of Salesforce Marketing Cloud features and functionality. They should be familiar with email marketing best practices, segmentation, personalization, and automation. Moreover, candidates should know how to design and execute a customer journey using Salesforce Marketing Cloud. They should be able to create campaigns, analyze data, and measure the effectiveness of their marketing efforts.

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Salesforce CRT-550 exam is an excellent way to showcase your expertise in Marketing Cloud and to demonstrate your ability to design and manage successful marketing campaigns. With the right preparation and dedication, anyone can pass the exam and become a certified marketing cloud consultant. So, if you are looking to take your marketing career to the next level, consider taking the CRT-550 exam today.

Salesforce CRT-550 Exam is a challenging test that requires extensive preparation and a deep understanding of marketing concepts and strategies. CRT-550 exam covers a wide range of topics, including data modeling and management, email marketing, Journey Builder, automation, and analytics. Candidates will need to demonstrate their knowledge and expertise in these areas in order to pass the exam and earn their certification.

## Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q56-Q61):

### NEW QUESTION # 56

Northern Trail Outfitters wants to target all customers who have registered to receive Push Notifications.

Their app uses the Mobile Push SDK.

In which two ways should this segment be created?

- **A. Using Contact Builder, create a Filter Data Extension from AB Contact where there is record in MobilePush Demographics.**
- B. Using Journey Builder, target the entire customer database then filter using MobilePush Demographics attribute group.
- **C. Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group.**
- D. Using Automation Studio, query the \_MobilePushDemographics Data View and save this to a data extension.

**Answer: A,C**

Explanation:

Comprehensive and Detailed Explanation:

Correct answers are A and D.

\* A - In Mobile Studio, Filtered Lists can be created using MobilePush Demographics attributes (device platform, app version, opt-in status, etc.).

\* D - In Contact Builder, you can create a Filtered Data Extension based on records existing in the MobilePush Demographics Attribute Group.

Both allow segmentation of registered Mobile Push users without manual queries.

# Why others are wrong:

\* B: Automation Studio queries on \_MobilePushDemographics are possible, but it's not the standard business-user-friendly method.

\* C: Journey Builder should use properly segmented sources, not mass targeting.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - MobilePush Demographics Segmentation:

"MobilePush users can be segmented based on demographic attributes available through MobilePush Demographics in Contact Builder or Mobile Studio Filtered Lists." (Source: [https://help.salesforce.com/s/articleView?id=sf.mc\\_ms\\_mobilepush\\_demographics.htm](https://help.salesforce.com/s/articleView?id=sf.mc_ms_mobilepush_demographics.htm))

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### NEW QUESTION # 57

Northern Trail Outfitters has created child business units (BU) for their different regional offices. They want to limit subscriber records by BU, so users who are assigned to a BU can only view and send to Subscriber records in their region. A Profile Attribute named 'Region' associates a subscriber to a geographical region.

How could they ensure subscribers with a matching 'Region' Profile Attribute value are available in each BU?

- **A. Select 'Define Subscriber Filter' for each BU on the BU Setup page and configure a condition to match the corresponding Profile Attribute.**
- B. Create a measure for each corresponding 'Region' Profile Attribute and include the measure in a Filtered Data Extension for each BU.
- C. Create a list in each BU and add subscribers with a matching Region to the list.
- D. Open the the Profile Attribute Properties for the Region' Profile Attribute and select the 'Filter Subscribers by Attribute'

option.

**Answer: A**

Explanation:

To limit subscriber records by BU based on the 'Region' profile attribute, Northern Trail Outfitters should select 'Define Subscriber Filter' for each BU on the BU Setup page and configure a condition to match the corresponding profile attribute. This will allow users who are assigned to a BU to only view and send to subscribers who have the same region value as their BU. References:

<https://help.salesforce.com/s>

[/articleView?id=sf.mc\\_co\\_business\\_unit\\_setup.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_business_unit_setup.htm&type=5)

#### NEW QUESTION # 58

Northern Trail Outfitters (NTO) imports a file daily into Marketing Cloud of customers who have bought a tent from their website. They want to set up month-long welcome Journey which sends emails specific to the purchase such as the type of tent, they average accessories for the tent, and care of the tent at different points throughout the Journey. NTO also reorganizes that due to their .. prices, they have had customers purchase more than one tent within a month.

What type of data should be used in the Decision Splits in their Journey to make sure the choices reflect the correct tent?

- **A. Entry Data**
- B. Contact Data
- C. Salesforce Data
- D. Journey Data

**Answer: A**

Explanation:

Explanation

To make sure the decision splits reflect the correct tent for each customer, Northern Trail Outfitters should use Entry Data as the type of data in the decision splits. Entry Data is the data that is captured at the time of entry into a journey and remains static throughout the journey. Entry Data can include data from data extensions, Salesforce objects, or API events. Using Entry Data will ensure that the decision splits are based on the tent that each customer bought at the time of entry, and not affected by any subsequent purchases or data changes.

References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_jb\\_entry\\_data.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_jb_entry_data.htm&type=5)

#### NEW QUESTION # 59

Northern Trail Outfitters wants to import new contacts gathered from an external web form. The entries are being collected at high frequency, potentially thousands per minutes. The data does not need to be immediately ingested into Marketing Cloud as it is used in a daily scheduled automation.

What Should be recommended?

- **A. Recreate this external web form inside Marketing Cloud.**
- B. Perform a daily bulk export to SFTP for import via Automation.
- C. Push each new record into Marketing Cloud via Platform Event API on form submit.
- D. Create this as a Journey Data Source via Journey Builder.

**Answer: A**

#### NEW QUESTION # 60

A marketer wants to create and edit email content, as well as generate reports and manage subscriber data.

Using the principle of least privilege, which two pre-defined roles should be assigned? Choose 2 answers

- A. Administrator
- **B. Analyst**
- C. Data Manager
- **D. Content Creator**

**Answer: B,D**

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