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To pass the Salesforce CRT-550 exam, you need to demonstrate your understanding of the Marketing Cloud platform's features and functionalities. You will be tested on your ability to design, implement, and troubleshoot Marketing Cloud solutions to solve business problems. CRT-550 exam consists of 60 multiple-choice questions that you need to answer in 90 minutes. To succeed, it is recommended that you have at least six months of experience working with the Marketing Cloud platform and have completed the Marketing Cloud Consultant certification course. By passing the Salesforce CRT-550 exam, you can gain recognition as a certified Marketing Cloud Consultant, which can help you advance your career and open up new job opportunities.

To be eligible to take the CRT-550 exam, candidates must have prior experience working with Salesforce Marketing Cloud, and should have completed the Marketing Cloud Consultant training course. This course provides participants with the necessary skills and knowledge to design and implement complex Marketing Cloud solutions. By successfully completing the CRT-550 Exam, individuals demonstrate their ability to effectively leverage Marketing Cloud to drive business results, and are recognized as experts in the field of Marketing Cloud consulting.

Salesforce CRT-550 exam is a 90-minute multiple-choice exam that consists of 60 questions. CRT-550 exam is proctored and can be taken online or in-person at a testing center. To pass the exam, candidates must score at least 67%. CRT-550 exam fee is \$400,

and candidates must renew their certification every two years. A Salesforce Marketing Cloud Consultant certification can open up new career opportunities and demonstrate your expertise in the field.

>> CRT-550 Paper <<

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## Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q156-Q161):

### NEW QUESTION # 156

A real estate agency wants to send out a biweekly newsletter with the list of properties for all new contacts added to a newsletter campaign in their Salesforce CRM. The journey consists of an initial message with property listings and a follow up to those who have engaged with the content.

The rules around which properties are matched to the contact depend on agent assigned as a contact owner, other agents who might have interacted with the contact, and contact's property interest. The data model has a relationship between contact > person account > real estate agent > property objects and all of those are available in CRM as well as synchronized to Marketing Cloud. What solution should be recommended for execution efficiency?

- A. Use Automation Studio to prepare personalization data and initiate journey.
- B. Use send from Salesforce CRM and Salesforce report to prepare personalization data.
- C. Use Salesforce Data Event to initiate journey and scripting within emails for personalization logic.
- D. Use Automation Studio and Salesforce sends with campaign as an audience.

**Answer: A**

### NEW QUESTION # 157

Northern Trail Outfitters has started the process of integrating its Marketing Cloud account and Sales Cloud org through Marketing Cloud Connect.

Which configuration should be utilized for the API user created in Marketing Cloud?

- A. API User checkbox is deselected, all available roles are assigned to user.
- B. API User checkbox is selected, no roles are assigned to user.
- C. API User checkbox is selected  
Administrator & Marketing Cloud Administrator roles are applied.
- D. API Usercheckbox is deselected, Marketing Cloud Viewer role is applied.

**Answer: C**

Explanation:

Explanation

The API user created in Marketing Cloud for Marketing Cloud Connect should have the API User checkbox selected and the Administrator & Marketing Cloud Administrator roles applied. This ensures that the user has access to all features and functions in Marketing Cloud and can perform API calls between Marketing Cloud and Sales Cloud.

References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_create\\_a\\_marketing\\_cloud\\_api\\_user.htm&typ](https://help.salesforce.com/s/articleView?id=sf.mc_co_create_a_marketing_cloud_api_user.htm&typ)

### NEW QUESTION # 158

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. Open the the Profile Attribute Properties for the Region' Profile Attribute and select the 'Filter Subscribers by Attribute' option.
- 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. Select 'Define Subscriber Filter' for each BU on the BU Setup page and configure a condition to match the corresponding Profile Attribute.**

**Answer: D**

Explanation:

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 # 159

Which customers would benefit most from purchasing a Sender Authentication Package (SAP)?

- A. A nonprofit organization that sends roughly 50,000 newsletter emails per month.
- **B. A growing consumer brand that expects to send 500,000 emails per month and would like email branding to be consistent with its domain,**
- C. A growing retailer that currently leverages Marketing Cloud's MobileConnect and MobilePush.
- D. A customer who wants to share another IP within their account structure and is unconcerned about branding at this time.

**Answer: B**

Explanation:

A Sender Authentication Package (SAP) is a set of features that authenticate an email sender's identity and reputation, such as a private domain, a dedicated IP address, a link customization, and a reply mail management. A SAP can benefit customers who send large volumes of emails (such as 500,000 per month) and want to have consistent email branding with their domain (such as sender address, links, images, etc.). A SAP can also improve deliverability and avoid spam filters by proving that the sender is legitimate and trustworthy. References: [https://help.salesforce.com/articleView?id=sf.mc\\_es\\_sender\\_authentication\\_package.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_es_sender_authentication_package.htm&type=5)

### NEW QUESTION # 160

A customer wants to report on 'Not Sent' contacts in Journey Builder.

Which method should be used?

- **A. Use an automation with Tracking Extract.**
- B. Use the standard report 'Subscribers Not Sent to'.
- C. Create an Analytics Builder Discover report.
- D. Query the \_sent Data View for the contact's send status.

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is B - Use an automation with Tracking Extract.

\* Tracking Extract Activity in Automation Studio can pull detailed send status data, including 'Not Sent' reasons (bounces, held status, validation errors).

\* From the extracted tracking file, you can create reports or data extensions specifically identifying Not Sent contacts.

# Why others are wrong:

\* A: No built-in standard report in Salesforce Marketing Cloud specifically called "Subscribers Not Sent to."

\* C: Discover reports focus on aggregate metrics, not granular send statuses.

\* D: \_Sent Data View records only successful send attempts; 'Not Sent' contacts are not logged in \_Sent.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Tracking Extract Activity Overview:

"Use the Tracking Extract Activity to extract detailed subscriber-level data including message not sent events, undelivered messages, and reasons for failure." (Source: [https://help.salesforce.com/s/articleView?id=sf.mc\\_as\\_tracking\\_extract\\_activity.htm](https://help.salesforce.com/s/articleView?id=sf.mc_as_tracking_extract_activity.htm))

## NEW QUESTION # 161

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