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Salesforce CRT-550 Preparing for your Salesforce Certified Marketing Cloud Consultant Exam



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Salesforce CRT-550 Exam is the key to earning the Certified Marketing Cloud Consultant credential. CRT-550 exam is designed to test your knowledge and skills in areas such as email marketing, data management, segmentation, automation, and reporting. It is a challenging exam that requires a deep understanding of the Salesforce Marketing Cloud platform and the ability to apply best practices to real-world scenarios.

## Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q80-Q85):

### NEW QUESTION # 80

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

**Answer: B**

### NEW QUESTION # 81

Northern Trail Outfitters wants to send an email to website visitors who add items to their cart but fail to make a purchase. The email will include a list of products they added to their shopping cart.

\* A sendable data extension contains the contact information and a session ID field for each subscriber who has abandoned their cart.

\* A second data extension contains a corresponding session ID field and product data for each abandoned cart item, including product SKU, product name, quantity, price, and image URL.

Which feature should be used to display the list of products for each subscriber in this email?

- A. Enhanced Dynamic Content Block
- B. Dynamic Content Block
- C. Lookup AMPscript function
- **D. LookupRows AMPscript function**

**Answer: D**

Explanation:

Explanation

The LookupRows AMPscript function returns a rowset from a data extension that matches the specified criteria. It can be used to retrieve multiple rows of data from a data extension based on one or more column values. For example, NTO can use the LookupRows function to retrieve all rows from the second data extension that have the same session ID as the subscriber in the sendable data extension, and then loop through the rowset to display the product data for each abandoned cart item in the email.

References: <https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-content.htm#lookuprows>

### NEW QUESTION # 82

Northern Trail Outfitters has a data extension that stores all of their orders. They want to send out a daily email for orders with their status changed to 'shipped' that day through a journey.

Which two methods should be used to filter entry into the journey? (Choose 2 answers)

- **A. Entry Source Filter**
- B. Decision Split

- C. SQL Query
- D. Filter Activity

**Answer: A,C**

Explanation:

To filter records entering a journey based on an updated status field ("shipped"), the marketer should use:

\* An Entry Source Filter to limit which contacts actually enter the journey at the point of entry (e.g., only those whose order status is 'shipped' today).

\* An SQL Query to preprocess or segment records within a Data Extension before injecting them into the journey.

Filter Activity is used inside Automation Studio (not at the journey entry point), and Decision Splits occur after entry - not before.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Entry Source Filters

# "An entry source filter defines criteria that records must meet before entering a journey." Source: Salesforce Help - SQL Query Activities

# "Use SQL Query Activities to select, transform, and filter data from one or more data extensions."

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### NEW QUESTION # 83

A customer has curated a list of known email addresses belonging to competitors. They want to ensure none of these competitors receive their emails.

What should a consultant recommend?

- A. Create an exclusion list with the known email addresses.
- B. Create an auto-suppression list populated with subscriber keys.
- C. Create an auto-suppression list populated with the known email addresses.
- D. Populate a list using a query to exclude the subscriber key.

**Answer: C**

Explanation:

Explanation

An auto-suppression list populated with the known email addresses can be used to ensure none of these competitors receive their emails. An auto-suppression list is a type of exclusion list that prevents subscribers from receiving certain types of messages based on criteria such as email address, subscriber key, or domain.

References: [https://help.salesforce.com/articleView?id=sf.mc\\_es\\_auto\\_suppression\\_lists.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_es_auto_suppression_lists.htm&type=5)

### NEW QUESTION # 84

A customer has been having problems with SMS responses getting the default keyword response rather than the appropriate next keyword response.

What are two potential reasons for this unexpected response? (Choose 2 answers)

- A. Response contained "stop" in the message content.
- B. Next keyword was not specified on the outbound message.
- C. Responses are not sent within the Conversation Window.
- D. Responses are not sent within 24 hours of the outbound message.

**Answer: B,C**

Explanation:

Comprehensive and Detailed Explanation:

The correct answers are A and C.

\* A - If responses are not received within the configured Conversation Window (e.g., 30 mins, 1 hour), MobileConnect treats them as unrelated and sends the default response.

\* C - If a Next Keyword is not specified on the outbound message, MobileConnect has no instruction for how to handle a reply, so it falls back to the default keyword response.

# Why others are wrong:

\* B: The Conversation Window is based on minutes/hours, not 24 hours.

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