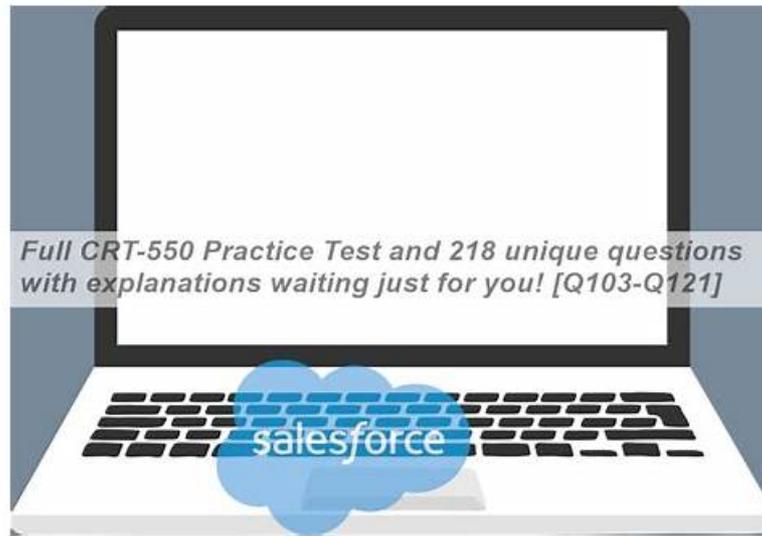


CRT-550 Instant Discount - CRT-550 New Braindumps Questions



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To prepare for the CRT-550 Exam, candidates must have a solid understanding of the Marketing Cloud platform and its various components. This includes knowledge of Marketing Cloud Connect, Marketing Cloud APIs, and the different Marketing Cloud products and features. Candidates must also be familiar with the latest trends and best practices in digital marketing and how they apply to Marketing Cloud.

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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q61-Q66):

NEW QUESTION # 61

Northern Trail Outfitters wants to include a 'view online' link in an email template to enable users to view a web page version of the email.

Which personalization string should they include as the href attribute in the link?

- A. `%%view_email_url%%`
- B. `%%vawp%%`
- C. `%%view_as_webpage%%`
- D. `%%view_online%%`

Answer: A

Explanation:

This personalization string is used to direct a subscriber to a web version of the email, allowing them to view the email online even if their email client does not support HTML. For more information on personalization strings, please see the documentation here: https://help.salesforce.com/articleView?id=mc_es_personalization_strings.htm&type=5.

NEW QUESTION # 62

Northern Trail Outfitters is looking to personalize their SMS Messages. Which data source is supported to personalize messages?

- **A. MobileConnect Demographics**
- B. Profile Attributes.
- C. Population in Contact Builder
- D. Data Designer Attribute Group

Answer: A

Explanation:

MobileConnect Demographics is a data source that is supported to personalize SMS messages.

MobileConnect Demographics is a system-generated attribute group that contains information about mobile subscribers, such as phone number, locale, status, keyword, and source. This information can be used to insert personalization strings or AMPscript variables into SMS messages. References: https://help.salesforce.com/s/articleView?id=sf.mc_moc_mobileconnect_demographics.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_moc_personalize_an_sms_message.htm&type=5

NEW QUESTION # 63

Northern Trail Outfitters (NTO) is creating a birthday journey and one of the requirements is to divert anyone who has redeemed the promotional code before reminder emails are sent on the 15th and 20th of each month. Their transactional information, which includes redeemed promo codes, is housed in a separate data extension than the one used for Journey injection. NTO needs to use an attribute to attribute comparison on the customer number field in the Journey source and transaction data extensions. Which activity would they use to accomplish this?

- **A. Decision Split Activity using both Contact and Journey Data**
- B. Decision Split Activity using only Journey Data
- C. Einstein Split Activity
- D. Decision Split Activity using only Contact Data

Answer: A

NEW QUESTION # 64

Northern Trail Outfitters wants to send a welcome email to Contacts when a Contact record is added as a campaign Member to a 'Loyalty Member' Campaign in Sales Cloud. Which method should they use to send the email from Marketing Cloud?

- A. Use Content Builder Send Flow to send the email to the Salesforce Campaign
- B. Create a Journey with a Salesforce Campaign entry source and an Email Activity
- **C. Create a Journey with a Salesforce Data entry source and an Email Activity**
- D. Create a scheduled Automation with a Query Activity and a Send Email Activity

Answer: C

Explanation:

To send a welcome email to contacts when a contact record is added as a campaign member to a 'Loyalty Member' campaign in Sales Cloud, Northern Trail Outfitters should create a journey with a Salesforce Data entry source and an email activity. A Salesforce Data entry source allows marketers to inject contacts into a journey based on changes or events in Sales Cloud objects, such as campaign members. An email activity allows marketers to send an email message to contacts in a journey. References: https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_event.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_jb_email.htm&type=5

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