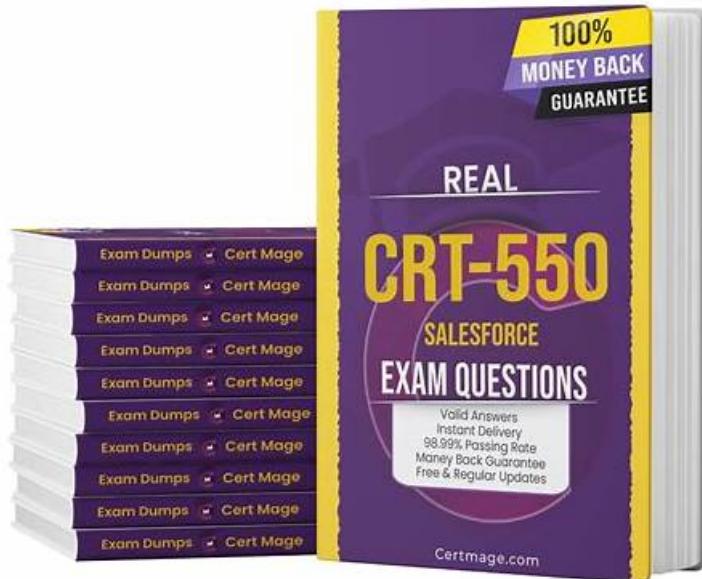


# Salesforce CRT-550 Detailed Answers - Valid CRT-550 Dumps Demo



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Passing the Salesforce CRT-550 is the primary concern. To pass the hard CRT-550 exam on the first try, you must invest more time, effort, and money. To pass the CRT-550 Exam, you must have the right Preparing for your Salesforce Certified Marketing Cloud Consultant Exam CRT-550 Exam Dumps, which are quite hard to get online. Get it right away to begin preparing.

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To prepare for the CRT-550 exam, candidates should have a strong understanding of Salesforce Marketing Cloud features and functionality. They should also be familiar with best practices for creating and executing successful marketing campaigns. In addition, candidates should have experience with data analysis and reporting, as well as knowledge of marketing automation principles. By passing the CRT-550 exam, marketing professionals can demonstrate their ability to effectively leverage the Salesforce Marketing Cloud platform and help their organizations achieve their marketing goals.

Preparing for Salesforce CRT-550 is essential if you want to secure your Salesforce Certified Marketing Cloud Consultant certification. CRT-550 exam is challenging and requires a thorough understanding of Marketing Cloud functionalities and concepts. You must invest time in learning foundational concepts of Marketing Cloud, sharpening technical skills, and gaining practical experience through hands-on projects. Moreover, you should also take advantage of the training resources that Salesforce offers, including online training courses, self-paced training modules, and exam guides.

>> Salesforce CRT-550 Detailed Answers <<

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## Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q97-Q102):

### NEW QUESTION # 97

Northern Trail Outfitters wants to capture dietary preferences for Contacts who have registered for an upcoming launch event. They have created a data extension of Contacts who have registered for the event and will send them an SMS message from MobileConnect asking them to reply with their dietary preference.

When Contact reply to SMS message, the response message will be inserted into a data extension using AMPscript. Which two MobileConnect templates should be used to send the SMS message and capture the responses?

- A. Info Capture
- B. Outbound
- C. Data Capture
- D. Text Response

**Answer: C,D**

Explanation:

Explanation

To send an SMS message and capture the responses in a data extension using AMPscript, Northern Trail Outfitters should use two MobileConnect templates: Text Response and Data Capture. Text Response is a template that allows marketers to send a text message to a mobile number and receive a reply. Data Capture is a template that allows marketers to use AMPscript to insert the reply into a data extension. References:

[https://help.salesforce.com/s/articleView?id=sf.mc\\_moc\\_text\\_response.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_moc_text_response.htm&type=5)

### NEW QUESTION # 98

A customer wants to send SMS messages as part of a Journey. They are concerned the messages will deploy when subscribers are asleep. If a subscriber qualifies to receive an SMS message as part of the journey between 1 a.m. and 6 a.m., the customer prefers the message to not be sent.

What solution should a consultant recommend to meet the criteria?

- A. Create a Journey Goal to exit subscribers from the Journey.
- B. Run an Import Definition at 12 a.m. to create a suppression list.
- C. Create and enable a BLOCKOUT window In MobileConnect.
- D. Run a SQL Query at 12:30 a.m. to create a suppression list.

**Answer: C**

### NEW QUESTION # 99

ABC Company wants to automate the sending of shipping notices and a customer survey.

\* Shipping notices will be sent once a day.

\* The shipping file will be placed on the FTP some time after 4:00 p.m.

\* The shipping data will be sorted in the Shipping Notice data extension.

\* A field in the data extension will contain the shipping date.

\* The survey needs to be sent at 9:00 a.m., exactly 10 days after the customer's order ships.

Which workflow would most effectively enable ABC Company to do this?

- A. Automation 1: Scheduled to run daily at 7:00 PM Import File -> Filter -> Send Email -> Wait -> Filter -> Send Email
- B. Automation 1: Triggered Import File -> Filter -> Send Email -> Wait -> Filter -> Send Email
- C. Automation 1: Triggered Automation 2: Scheduled to run daily at 9:00 AM Import File -> Filter -> Send Email -> Filter -> Send Email
- D. Automation 1: Scheduled to run daily at 7:00 PM Automation 2: Scheduled to run daily at 9:00 AM Import File -> Filter -> Send Email -> Filter -> Send Email

**Answer: B**

Explanation:

If a question is related to automation and it mentions that a file will be available in the FTP always at a specific time, your answer will be an option with a scheduled automation. Scheduled automations are used when you know the time a file is pushed into FTP and it always runs at a scheduled time. If a question is related to automation and there is an uncertainty when the file will be pushed to FTP (ex; a day before last working day / if a date falls on a weekend, it will be available on last Friday etc.), your answer will be an option with a Triggered Automation.

Triggered Automations are fired as soon as a file hits a specific location within FTP. Transfer activity is involved when file is encrypted.

## NEW QUESTION # 100

After implement Marketing Cloud Connect, the customer notices tracking details from Email Studio initiated sends are not being sent back to Sales Cloud.

Which configuration in MarketingCloud should the customer verify?

- A. Report is saved Standard Salesforce folder.
- B. Sendable data extension is saved in the Salesforce Data Extension folder.
- C. **Required profile attributes are properly mapped.**
- D. Email Address column is included in the report used for sending

**Answer: C**

Explanation:

Explanation

To troubleshoot why tracking details from Email Studio initiated sends are not being sent back to Sales Cloud, Northern Trail Outfitters should verify that required profile attributes are properly mapped. Required profile attributes are attributes that are needed for Marketing Cloud Connect to function properly and sync data between Marketing Cloud and Sales Cloud. These attributes include Email Address, Subscriber Key, First Name, Last Name, and Full Name.

References:[https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_troubleshoot\\_marketing\\_cloud\\_connect\\_conf](https://help.salesforce.com/s/articleView?id=sf.mc_co_troubleshoot_marketing_cloud_connect_conf)

## NEW QUESTION # 101

A customer asks why the send time values within an email are not being added to a Send Log.

Which two actions would successfully write send time variables to their Send Log? Choose 2 answers

- A. **Enable send logging to a data extension during send process.**
- B. Ensure the send log is linked in an attribute group.
- C. **Match an AMPscript variable name to a Send Log field.**
- D. Use the WriteToLogO AMPscript function in the content.

**Answer: A,C**

## NEW QUESTION # 102

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