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Salesforce CRT-550 is a certification exam designed for professionals who want to demonstrate their expertise in Salesforce Marketing Cloud. CRT-550 exam is intended for individuals who have experience in marketing automation, email marketing, customer journey design, and data management. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification is ideal for marketing professionals who want to take their career to the next level and become a certified Salesforce Marketing Cloud Consultant.

The CRT-550 Exam covers a wide range of topics including Marketing Cloud architecture, email marketing, mobile marketing, social media advertising, and data management. CRT-550 exam is designed to test a candidate's knowledge of Marketing Cloud best practices, as well as their ability to implement and manage Marketing Cloud solutions. CRT-550 exam consists of 60 multiple-choice questions, which must be completed within 105 minutes. Candidates must score at least 68% to pass the exam.

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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q148-Q153):

NEW QUESTION # 148
NTO has scenario of a journey for "post-purchasing communication": which re-entry setting is correct?

- A. reentry anytime
- B. reentry after time
- C. no reentry
- D. reentry only after exiting

Answer: A

NEW QUESTION # 149
Northern Trail Outfitters (NTO) sends emails from Content Builder and Journey Builder. When subscribers reply to an email, NTO would like to send an auto-reply message using a pre-defined HTML email that explains email replies are unmonitored and they should call NTO for any inquiries.
How could these auto-reply messages be enabled?

- A. Create a Triggered Send and from a Sender Profile properties page, enable 'Custom Reply Mail Management Settings', 'Use Auto Reply' and 'Reply using triggered send' options, then select the Triggered Send email.
- B. Open Admin > Account Setting page in Email Studio and in the 'Auto Reply Email' section, select 'Custom' and paste the HTML email code into the text area field.
- C. From the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section and select the HTML email from the 'define email' link.
- D. Create a Triggered Send and on the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section, then select the Triggered Send email.

Answer: C

Explanation:
Comprehensive and Detailed Explanation:
The correct answer is A - From the Reply Mail Management settings page, choose the "Create Custom Response" option under "Automated Response Email for Remaining Replies" section and select the HTML email.
* RMM allows you to define an automated response for incoming replies.
* You can specify a simple custom response and link it to a pre-built HTML email template through the RMM settings without requiring a triggered send setup.
# Why others are wrong:
* B and C: Using a Triggered Send is more complex and usually unnecessary for a simple automatic response.
* D: There's no option to paste full HTML code into Admin > Account Settings for auto-replies - that's not how RMM is configured.
Exact Extract from Salesforce Official Documentation:
Salesforce Help - Reply Mail Management Setup:
"Configure a custom automated response by selecting 'Create Custom Response' under 'Automated Response Email for Remaining Replies' in Reply Mail Management. You can link a pre-built HTML email." (Source: https://help.salesforce.com/s/articleView?id=sf.mc_es_reply_mail_management.htm)
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NEW QUESTION # 150
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 > API Event > Automation Studio Activities
- B. Salesforce Entry Event > Query Activity > Automation Studio Activities
- C. Import Activity > Decision > Journey Activities

- D. Query Activity > Data Extension Entry Source > Journey Activates

Answer: A

NEW QUESTION # 151
Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension ans purchase data is stored in a second data extension.
Which two steps should they include to accomplish this journey?

- A. Configure activities within Automation Studio to update the purchase data.
- B. Utilize Entry Data on a Decision Split within Journey Builder.
- C. Use Data Designer in Contact Builder to relate the two data extensions.
- D. Create a Data Relationship in Email Studio to relate the two data extensions.

Answer: A,C

NEW QUESTION # 152
Northern Trail Outfitters receives data from their point-of-sale system every night. The file is placed on their Enhanced FTP, but there is not a consistent time or naming convention for the file.
In which two ways should they set up their automation to import the data from the file on a nightly bais?
(Choose 2 answers)

- A. File DropStarting Source
- B. %%BASEFILENAME_FROM_TRIGGER%%
- C. %%BASEFILENAME_FROM_FILEDROP%%
- D. Scheduled Starting Source

Answer: C,D

Explanation:
Explanation
This allows you to specify the exact name of the file when running the automation. The File Drop Starting Source is an automation activity that allows you to specify the source of the File Drop as either a Scheduled or Manualevent. This allows you to control when the data is imported from the Enhanced FTP file.
To set up their automation to import the data from the file on a nightly basis, Northern Trail Outfitters should use two ways to start their automation:
File DropStarting Source. This is a trigger that starts an automation when a file is dropped in an Enhanced FTP folder or an external SFTP location.
Scheduled Starting Source. This is a trigger that starts an automation at a specified date and time or at recurringintervals.
%%BASEFILENAME_FROM_TRIGGER%% and %%BASEFILENAME_FROM_FILEDROP%% are not starting sources, but variables that can be used in file transfer or import activities to reference file names.
References: https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio_triggers.htm&type=5

NEW QUESTION # 153
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Exam Question

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