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To prepare for the CRT-550 Exam, candidates need to have a strong understanding of Marketing Cloud concepts and best practices. They should be able to demonstrate their ability to create and execute effective marketing campaigns, manage data and audiences, and analyze campaign performance. In addition, candidates should be familiar with Salesforce Marketing Cloud products and features, such as Email Studio, Mobile Studio, Advertising Studio, and Social Studio.

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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q142-Q147):

NEW QUESTION # 142

Northern Trail Outfitters is sending Salesforce Triggered Sends using Marketing Cloud Connect. The sends have a status of failed. What should the consultant do to diagnose the issue?

- A. Review Apex Jobs within Setup in Sales Cloud.
- B. Ensure the System User is assigned the Standard User Profile.
- C. Change the connection option to Scope by User.
- D. Manually clear the OAuth token to refresh the connection.

Answer: A

Explanation:

Triggered Sends from Salesforce CRM are processed via Apex Jobs. When they fail, the first step in diagnosing the issue is to review the Apex Jobs in Salesforce Setup to check for errors such as authentication failures, invalid data, or configuration issues.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Monitor Triggered Sends via Apex Jobs

"Triggered Sends initiated from Salesforce appear as Apex Jobs in Salesforce Setup. Review Apex Job logs to troubleshoot failures." Source: Salesforce Marketing Cloud Connect Troubleshooting Guide

"For Salesforce-triggered sends, monitoring Apex Jobs provides immediate insight into errors or authentication issues."

NEW QUESTION # 143

Northern Trail Outfitters wants to its emails to be redirected to Marketing Cloud server* for processing.

Which configuration setting should the consultant recommend?

- A. Private Domains
- B. Custom Delivery Profiles
- C. Sender Authentication Package
- D. Reply Mail Management

Answer: C

NEW QUESTION # 144

A customer wants to create a mobile app that requires users to log in or register before accessing their data. Their source of truth is Sales Cloud which is connected to Marketing Cloud. Users who log in with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a ContactKey for up to 24 hours.

What consideration should a consultant provide to the customer?

- A. Existing users will create additional Contacts in Marketing Cloud.
- B. Newly registered users will create additional Contacts in Marketing Cloud.
- C. All mobile app users will create additional Contacts in Marketing Cloud.
- D. User device data is unavailable in Contact Builder for up to 24 hours.

Answer: D

NEW QUESTION # 145

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

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

Answer: C

Explanation:

Explanation

A SenderAuthentication 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

NEW QUESTION # 146

A customer needs to link demographic information to its model in Contact Builder.

What type of relationship should be used?

- A. One-to-One
- B. One-to-Many
- C. Many-to-Many
- D. Many-to-One

Answer: A

NEW QUESTION # 147

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