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Exam Salesforce Certified Marketing Cloud
Consultant Exam

Questions & Answers

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Passing the Salesforce CRT-550 Exam is a significant achievement that can open up new career opportunities for Marketing Cloud professionals. Certified Marketing Cloud Consultants are in high demand in today's job market, and the certification can help candidates stand out from the competition. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification also demonstrates a candidate's commitment to professional development and their expertise in Marketing Cloud implementation and management.

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Salesforce CRT-550 is a certification exam that is designed for professionals who are looking to validate their skills and expertise in Marketing Cloud Consulting. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification exam is intended for individuals who have experience in implementing Marketing Cloud solutions and are looking to advance their career in this field. CRT-550 exam tests the candidate's knowledge of Marketing Cloud features, functionalities, and best practices.

Salesforce Certified Marketing Cloud Consultant certification is a popular certification program that validates a professional's knowledge and expertise in the field of marketing cloud. To acquire this certification, aspirants have to pass the Salesforce CRT-550 Exam. CRT-550 exam is designed to test the candidate's skills, knowledge, and experience in various domains such as email marketing, mobile marketing, digital advertising, and social media marketing.

Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q134-Q139):

NEW QUESTION # 134

A customer has a robust Sales Cloud org with several custom objects. Historically, they have created complex reports, referencing many custom objects, to target subscribers and exported them to another email system for deployment. With the implementation of Marketing Cloud Connect, the customer wants to simplify the sending process using Marketing Cloud with as little additional setup as possible.

What should a consultant recommend to meet this criteria?

- A. Continue to build reports in Sales Cloud and select the reports in Marketing Cloud.
- **B. Create a Journey and use Salesforce Data and the Reports object as the Entry Source.**
- C. Continue to build reports in Sales Cloud and import it to Marketing Cloud for sending.
- D. Sync all custom objects to Marketing Cloud and recreate the reports for sending.

Answer: B

Explanation:

To simplify the sending process using Marketing Cloud with as little additional setup as possible, the customer should create a journey and use Salesforce Data and the Reports object as the entry source. This will allow them to use their existing complex reports in Sales Cloud as criteria for injecting contacts into the journey and sending them emails. References:

https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_event.htm&type=5

NEW QUESTION # 135

Northern Trail Outfitters is using a Salesforce entry event in a Journey to send SMS to contacts located in the United States. They notice new SMS contacts are not receiving messages, and the mobile number in the Salesforce Entry Data Extension was missing the country code.

How could they resolve this issue?

- A. Select 'US' as the sending country in SMS activity.
- B. Select 'Normalize Phone Number*' in Journey settings.
- C. Configure the phone field in Salesforce as US locale.
- **D. Format the phone field in Salesforce as +[phonenumber],**

Answer: D

NEW QUESTION # 136

Northern Trail Outfitters received an email about reaching API limits within Salesforce and they think this is caused by the integrated Marketing Cloud account.

Which two types of API calls are counted against the rolling 24-hour limit? (Choose 2 answers)

- A. Bulk API
- **B. CreateSalesforceObject() AMPscript**
- **C. SOAP API Calls updating objects**

- D. Login Calls

Answer: B,C

Explanation:

Salesforce enforces a 24-hour rolling limit on standard API calls.

* SOAP API calls (such as updating objects) count toward this limit.

* The AMPscript function CreateSalesforceObject() internally performs a Salesforce API call and is also counted toward the Salesforce daily API limits.

Login Calls and Bulk API operations have separate limit tracking and do not typically count against the standard 24-hour API limit.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - API Request Limits and Allocations

"API requests that create, retrieve, update, or delete records count against your daily API call limits. This includes SOAP API and REST API requests." Source: Salesforce Developer Documentation - CreateSalesforceObject() AMPscript

"The CreateSalesforceObject function uses Salesforce SOAP API calls internally, and these requests count toward Salesforce API limits."

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NEW QUESTION # 137

Northern Trail Outfitters noticed that clicks are NOT showing upon Contact records in Salesforce.

Which two reasons could be the cause?

Choose 2 answers

- A. ContactID was used as Subscriber Key
- B. Email Address was used as Subscriber Key
- C. Synchronized Data Sources only push data every 15 minutes
- D. Individual Level Tracking was not selected in Marketing Cloud Configuration

Answer: A,D

Explanation:

Explanation

To track clicks on Contact records in Salesforce, two requirements must be met:

The subscriber key must match the ContactID field in Salesforce.

The individual level tracking option must be selected in Marketing Cloud configuration.

If either of these requirements is not met, clicks will not show up on Contact records. References:

https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect_configuration.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_guidelines_for_marketing_cloud_connect.htm&type=5

NEW QUESTION # 138

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day, as a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return the site and continue their shopping.

What action should NTO take? Select One

- A. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- B. Create a user-initiated message to logged-in customers to send once the website is restarted
- C. Import a file of logged-in customers into NTO's existing abandoned cart journey in Journey builder.
- D. Create and send an apology email that includes a discount for a future purchase to all customers.

Answer: B

NEW QUESTION # 139

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