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Salesforce CRT-550 exam is designed for individuals who want to become certified marketing cloud consultants. CRT-550 exam is a great way to showcase your expertise in marketing automation, email marketing, and customer journey management. It is an excellent way to demonstrate your knowledge of Salesforce Marketing Cloud and its various features and functionalities.

Salesforce Certified Marketing Cloud Consultant Exam (CRT-550) is a highly prestigious certification that validates the expertise of individuals in implementing and managing the Salesforce Marketing Cloud platform. CRT-550 Exam is designed for professionals who have experience in designing and implementing complex marketing automation solutions using the Salesforce Marketing Cloud platform. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification exam tests the candidates on their knowledge of email marketing, social media marketing, mobile marketing, and advertising management. CRT-550 exam also evaluates the candidates on their ability to design and implement marketing cloud solutions that align with the business objectives of their organization.

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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q16-Q21):

NEW QUESTION # 16

Northern Trail Outfitters has been using Marketing Cloud for one of their brands for the last year and wants to migrate another brand to their portfolio. The two brands have contrasting target groups and identities so they need the emails and landing pages to have different styles that refrain from mentioning the other brand in any way. What should be recommended?

- A. Request a Private Domain to be added to the existing business unit.
- B. Implement a new SSL Certificate for the new brand.
- **C. Request a second SAP for the existing business unit.**
- D. Create a new business unit for the new brand.

Answer: C

NEW QUESTION # 17

A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. The corporate office the advertising copy and subscriber list. The owners of franchised stores add a customized local message to the marketing campaign. What hierarchy should be recommended?

- A. One parent business unit and a child business unit for franchise owners.
- B. A parent business unit for each franchise owner
- C. One business unit.
- **D. One parent business unit and a child business unit for each franchise owners**

Answer: D

Explanation:

A parent business unit is the top-level business unit in an account hierarchy that can share data, content, and settings with its child business units. A child business unit is a lower-level business unit that inherits data, content, and settings from its parent business unit but can also have its own data, content, and settings. By creating a parent business unit for the corporate office and a child business unit for each franchise owner, the customer can achieve data and content sharing as well as customization and segmentation for each local store.

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

NEW QUESTION # 18

Northern Trail Outfitters wants to encourage customers who made a purchase on their website without leaving a review to come back and review their purchase. They want to use Journey Builder to automatically inject contacts who meet these criteria into a Journey.

What product should be recommended?

- A. Data Studio
- **B. Google Analytics 360**
- C. Web Analytics Connector
- D. Audience Studio

Answer: B

Explanation:

To encourage customers who made a purchase on their website without leaving a review to come back and review their purchase, Northern Trail Outfitters should use Google Analytics 360. Google Analytics 360 is a tool that allows marketers to measure website activity and behavior, such as purchases and reviews, and create audiences based on those metrics. These audiences can then be used as entry sources for journeys in Marketing Cloud that send targeted messages to customers. References:

<https://help.salesforce.com/s>

[/articleView?id=sf.mc_co_google_analytics_360_integration_overview.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_google_analytics_360_integration_overview.htm&type=5)

NEW QUESTION # 19

A subscriber asked to be removed from a customer's email list multiple times by replying directly to the customer's marketing message, but continues to receive emails.

Which steps will solve how replies are managed by the application?

Choose 3 answers

- A. Confirm that the RMM setting 'Delete auto-replies and out-of-office replies' is set to NO.
- B. Confirm that Reply Mail Management (RMM) is configured for the customer's account.
- C. Confirm that the RMM setting 'Unsubscribe Manual Requests' is set to YES.
- D. Confirm that an email address was provided as the Routing Address for Remaining Replies.
- E. Confirm that the subscriber's request contained one of the standard terms that qualify for automatic unsubscribe.

Answer: B,C,D

NEW QUESTION # 20

A consultant explains how a sending domain differs from a customer's primary domain. The customer is evaluating their options around configuring their domain.

Which two questions should their IT team be asked?

Choose 2 answers

- A. Are they able to modify their domain configuration's DNS entries?
- B. Will they be able to post Marketing Cloud-provided DNS files when self-hosting?
- C. Can they provide access for Marketing Cloud to update the DNS records?
- D. Does their company allow delegation of subdomains to third parties?

Answer: A,D

NEW QUESTION # 21

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