Salesforce CRT-550 New Study Plan: Preparing for your Salesforce Certified Marketing Cloud Consultant Exam - Easy4Engine Pass Guaranteed

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Achieving the Salesforce Certified Marketing Cloud Consultant CRT-550 certification demonstrates that you have the knowledge and skills to help organizations maximize their investment in Salesforce Marketing Cloud. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification can help you stand out from the crowd and advance your career as a Marketing Cloud Consultant.

Salesforce CRT-550 exam covers a broad range of topics related to Salesforce Marketing Cloud, including email marketing, mobile marketing, social media marketing, advertising automation, and data management. It also tests the candidate's knowledge of best practices in marketing automation and the ability to design and manage complex marketing campaigns. CRT-550 Exam consists of 60 multiple-choice questions and is timed at 105 minutes.

Salesforce CRT-550 Certification Exam consists of 60 multiple-choice questions and lasts for 105 minutes. Candidates need to score at least 68% to pass the exam. CRT-550 exam covers various topics such as Marketing Cloud architecture, data modeling, segmentation, automation, personalization, and reporting. Candidates need to have a good understanding of these topics to pass the exam.

>> CRT-550 New Study Plan <<

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Salesforce Preparing for your Salesforce Certified Marketing Cloud

Consultant Exam Sample Questions (Q92-Q97):

NEW QUESTION # 92

Northern Trail Outfitters wants to target all customers who have registered to receive Push Notifications.
Their app uses the Mobile Push SDK.
In which two ways should this segment be created?

- A. Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group.
- B. Using Journey Builder, target the entire customer database then filter using MobilePush Demographics attribute group.
- C. Using Contact Builder, create a Filter Data Extension from AB Contact where there is record in MobilePush Demographics.
- D. Using Automation Studio, query the_MobilePushDemographics Data View and save this to a data extension.

Answer: A,D

Explanation:
To target all customers who have registered to receive push notifications, Northern Trail Outfitters can use two ways to create this segment:
* Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group. This is a user-friendly tool that allows marketers to segment their mobile push audience based on criteria and conditions without coding.
* Using Automation Studio, query the _MobilePushDemographics Data View and save this to a data extension. This is a more advanced tool that allows marketers to segment their mobile push audience using SQL queries and data views.
Using Journey Builder or Contact Builder are not ways to create segments for mobile push audiences, as they are used for different purposes. References: https://help.salesforce.com/s/articleView?id=sf.
mc_moc_create_a_filtered_list.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.
mc_as_query_activity.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.
mc_as_data_view_mobilepushdemographics.htm&type=5

NEW QUESTION # 93

Northern Trail Outfitters wants to include a 'view online' link in an email template to enable users to view a web page version of the email.
Which personalization string should they include as the href attribute in the link?

- A. %%view_as_webpage%%
- B. %%view_online%%
- C. %%vawp%%
- D. %%view_email_url%%

Answer: D

Explanation:
This personalization string is used to direct a subscriber to a web version of the email, allowing them to view the email online even if their email client does not support HTML. For more information on personalization strings, please see the documentation here:
https://help.salesforce.com/articleView?
id=mc_es_personalization_strings.htm&type=5.
The %%view_email_url%% personalization string is a system-generated link that allows subscribers to view a web page version of an email. It can be included as the href attribute in a 'view online' link in an email template to enable users to view the email in a browser if they have trouble viewing it in their email client.
The %%view_as_webpage%% personalization string is deprecated and should not be used. The %%vawp%% personalization string is an alias for %%view_as_webpage%% and should not be used either. The %% view_online%% personalization string does not exist. References: https://help.salesforce.com/articleView?
id=sf.mc_es_view_email_url_personalization_string.htm&type=5 https://help.salesforce.com/articleView?
id=sf.mc_es_view_as_web_page_personalization_string.htm&type=5

NEW QUESTION # 94

When Northern Trail Outfitters acquires a new customer, it would like to send a series of welcome messages on behalf of the brand with an optimized send time. New customers will be sent to Marketing Cloud via an hourly batch file drop.
Which solution should the consultant recommend?

- A. Use Automation Studio to process and segment the new customers, and for the campaign sends and decisioning.
- B. Use Journey Builder to process and segment the new customers, and for the campaign sends and decisioning.
- C. Use Automation Studio to process and segment the new customers, and use Email Studio for the campaign sends and decisioning.
- D. Use Automation Studio to process and segment the new customers, and use Journey Builder for the campaign sends and decisioning.

Answer: D

Explanation:
To send a series of welcome messages on behalf of the brand with an optimized send time to new customers who are sent to Marketing Cloud via an hourly batch file drop, Northern Trail Outfitters should use Automation Studio to process and segment the new customers, and use Journey Builder for the campaign sends and decisioning. Automation Studio is a tool that allows marketers to automate tasks and workflows using different activities, such as importing files, filtering data, or sending emails. Journey Builder is a tool that allows marketers to create personalized customer experiences across different channels and platforms using different activities, such as sending emails, updating data, or optimizing send time. References: https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_builder.htm&type=5

NEW QUESTION # 95
Northern Trail Outfitters recently upgraded their preference center to allow customers to indicate which products they are interested in and to have the ability to opt up and down in send volume. They would like to configure the Delivery Options in a Journey Builder Email Activity to take these new data points into account.
Which two options could allow them to meet the requirement? (Choose 2 answers)

- A. Auto-Suppression List
- B. Suppression List
- C. Publication List
- D. Domain Exclusion

Answer: A,C

Explanation:
Comprehensive and Detailed Explanation:
* B (Publication List) allows subscribers to opt down or up in terms of subscription types. Customers indicating product interests and preferred messaging frequency would fit into Publication List management.
* C (Auto-Suppression List) can exclude certain groups or preferences at the message send level automatically, especially if customers opt-down or unsubscribe partially.
# Why Others Are Incorrect:
* A: Suppression Lists are manually managed and aren't dynamically tied to preferences.
* D: Domain Exclusion blocks entire domains (e.g., gmail.com) - not individual preference management.
Exact Extract:
Salesforce Help: Publication Lists Overview
"Publication lists manage opt-ins and opt-outs at a more granular level, allowing customers to control which messages they want to receive." Salesforce Help: Auto-Suppression Lists
"Auto-suppression lists automatically prevent messages from being sent to specific subscribers based on business rules and preferences."
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NEW QUESTION # 96
Northern Trail Outfitters upgraded their Marketing Cloud account which now includes a Sender Authentication Package (SAP),
They send regularly 300,000 What should they be aware of with respect to sender reputation?

- A. They should send at least 250,000 messages per month to maintain their sender reputation.
- B. They should have one dedicated IP address for every 100,000 messages send per month.
- C. They should have a shared IP since their volume is under 500,000 messages per month.
- D. They should have one SAP for transactional sends and another for commercial sends.

Answer: B

Explanation:
Explanation
To maintain a good sender reputation, Northern Trail Outfitters should have one dedicated IP address for every 100,000 messages send per month. This will help them avoid IP throttling and blacklisting issues. A shared IP address is not recommended for their volume, and having multiple SAPs for different types of sends is not necessary. They should also send consistently and avoid large spikes or drops in their sending volume.
References:
https://help.salesforce.com/s/articleView?id=sf.mc_es_dedicated_ip_addresses.htm&type=5https://help.salesforc

NEW QUESTION # 97

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