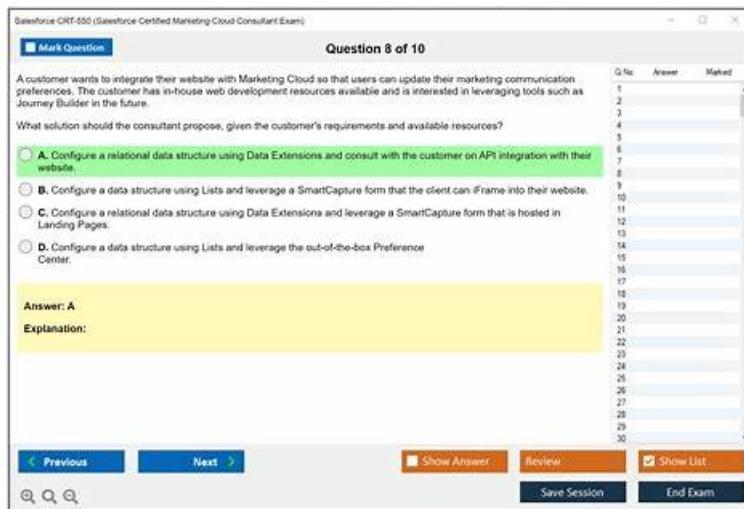


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Successfully passing the Salesforce CRT-550 exam is an excellent way to demonstrate your expertise in the Marketing Cloud platform. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification can increase your credibility as a Marketing Cloud consultant and make you more attractive to potential employers. Additionally, certified professionals can join the Salesforce Certified Marketing Cloud Consultant community, which provides access to exclusive events, resources, and job opportunities.

To prepare for the Salesforce CRT-550 exam, candidates can take advantage of various resources such as official Salesforce training courses, study guides, and practice exams. Salesforce offers a comprehensive Marketing Cloud Consultant Certification Preparation program that covers all the topics and skills required for the exam. Additionally, there are many online resources and study groups that candidates can join to exchange knowledge and tips with other exam takers. With the proper preparation and dedication, passing the Salesforce CRT-550 Exam can be an attainable goal for anyone who wants to succeed in the field of marketing automation.

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One of the best ways to prepare for the CRT-550 Exam is to enroll in a training program that is specifically designed to help candidates pass the exam. These programs typically offer a comprehensive overview of Marketing Cloud concepts and provide

hands-on experience with the platform. They may also include practice exams and study materials to help candidates feel more confident and prepared for the actual test.

Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q128-Q133):

NEW QUESTION # 128

Northern Trail Outfitters wants to integrate Marketing Cloud with its existing point-of-sale system in order to email purchase receipt to its customers. The point-of-sale data will need to be transformed to be received by the Marketing Cloud triggered send API. What extension product should be used to accomplish this integration?

- A. Data Studio
- **B. Data Connector**
- C. Datorama
- D. MuleSoft Anypoint Platform

Answer: B

NEW QUESTION # 129

Northern Trail Outfitters is migrating from a legacy emailing tool to Marketing Cloud. As part of the migration, they have to go through a security review. Their data privacy team has made it clear that the data in the sandbox should never be mixed with data in production during testing cycles.

What recommendation would a consultant provide on the architecture to fulfill this requirement?

- **A. Implement two separate Marketing Cloud instances.**
- B. Create one or more additional business units for testing.
- C. Ensure test sends are done from data extensions with attribute 'Is Testing'.
- D. Use Subscriber Filter per business unit to filter production from test data.

Answer: A

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is A - Implement two separate Marketing Cloud instances.

* To fully segregate test data (sandbox) from production data with zero risk of mixing, separate instances are necessary.

* Business Units (BU) would still share the same All Subscribers list - so using BUs alone is not sufficient for strict separation.

Why others are wrong:

* B and D: Filtering doesn't prevent accidental cross-contamination.

* C: Business Units are logical partitions, but not physical - they still share the same SubscriberKey space at the instance level.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Sandbox vs Production in Marketing Cloud:

"For true separation of test and production data in Marketing Cloud, separate instances are required. Business Units do not guarantee complete data segregation." (Source: https://help.salesforce.com/s/articleView?id=sf.mc_es_sandbox_testing.htm)

NEW QUESTION # 130

An analytics team wants to get hourly updates on email metrics (send, open, click) to provide timely next best actions to the sales team.

What method should the team use?

- A. Scheduled Reports
- **B. Data Views**
- C. Tracking Extracts
- D. Send Logs

Answer: B

Explanation:

Data Views are system tables in Marketing Cloud that update in near real-time and provide detailed email tracking information such

as sends, opens, clicks, bounces, and unsubscribes. They are ideal for custom queries and reports with an hourly refresh frequency through Automation Studio.

- Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Data Views

"Data Views are system-generated tables that provide event-level data for sends, opens, clicks, bounces, and more, updated near real-time." Source: Salesforce Help - Automation Studio Query Activities

"Data Views can be queried every hour through Automation Studio for up-to-date reporting."

NEW QUESTION # 131

Which two statements are correct about Send Logging? Choose 2 answers

- A. AMPscript can be used to pull data from Send Logs for use within emails.
- B. SQL Query Activities can reference Send Logs in combination with system data views.
- C. A business unit can support up to three Send Logs.
- D. Send Log data extensions are archived automatically based on retention settings.

Answer: A,B

NEW QUESTION # 132

A user in Marketing Cloud needs to send an email to a Salesforce Report via a Guided Send process.

How should the consultant meet this requirement?

- A. Assign the integrated user the Marketing Cloud AppExchange User permission set in Sales Cloud.
- B. Create data validation rules for the integrated user in Sales Cloud.
- C. Create a Salesforce Data Extension for the user to select during a Guided Send.
- D. Add custom links to the page layouts in Marketing Cloud

Answer: C

NEW QUESTION # 133

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