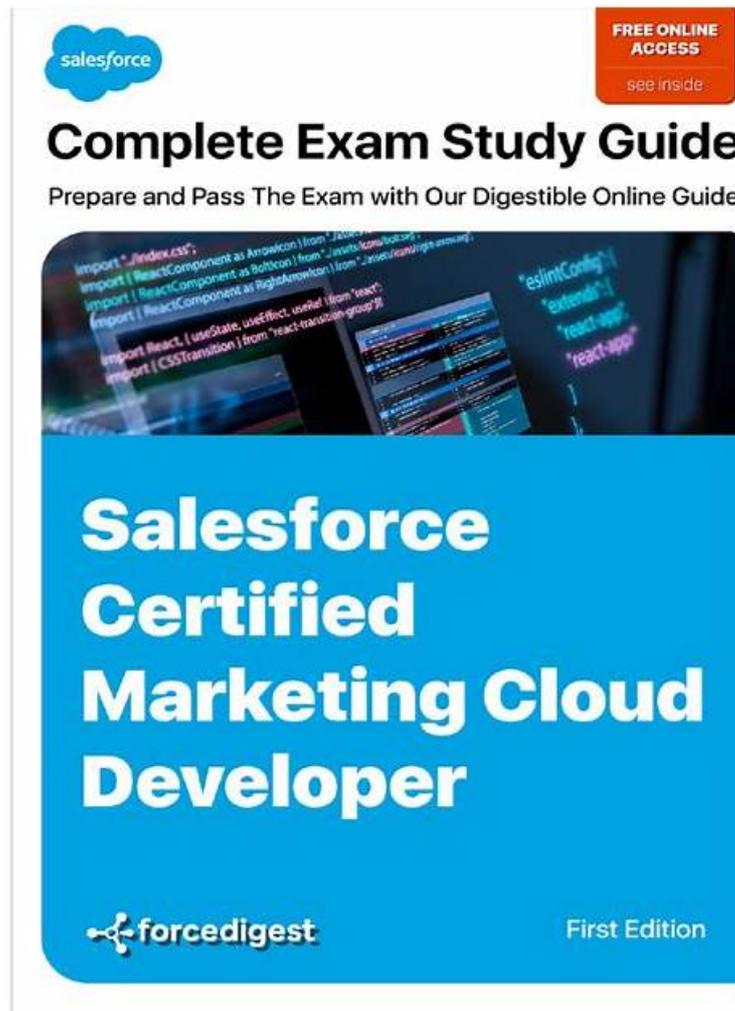


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Salesforce Certified Marketing Cloud Consultant CRT-550 exam is designed to test your knowledge and skills in Marketing Automation, Email Marketing, Social Studio, Advertising Studio, and Data Management. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification is intended for professionals who have experience in implementing Salesforce Marketing Cloud solutions and are ready to take their skills to the next level. CRT-550 exam is a great way to validate your knowledge and expertise in the Salesforce Marketing Cloud ecosystem.

The CRT-550 exam covers a wide range of topics including Marketing Cloud architecture, email marketing, mobile marketing, social media advertising, and data management. CRT-550 exam is designed to test a candidate's knowledge of Marketing Cloud best practices, as well as their ability to implement and manage Marketing Cloud solutions. CRT-550 Exam consists of 60 multiple-choice questions, which must be completed within 105 minutes. Candidates must score at least 68% to pass the exam.

Salesforce Certified Marketing Cloud Consultant certification is a must-have for anyone who wants to excel in the field of marketing automation. The Salesforce CRT-550 exam is designed to test the knowledge and skills of candidates in Marketing Cloud implementation, configuration, and management. Passing CRT-550 exam will not only demonstrate your expertise in marketing

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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q143-Q148):

NEW QUESTION # 143

A customer asks why the send time values within an email are not being added to a Send Log.
Which two actions would successfully write send time variables to their Send Log? (Choose 2 answers)

- A. Ensure the Send Log is linked in an attribute group.
- B. Use the WriteToLog() AMPscript function in the content.
- **C. Match an AMPscript variable name to a Send Log field.**
- **D. Enable send logging to a data extension during the send process.**

Answer: C,D

Explanation:

* To properly log values, the AMPscript variable names must match the field names in the Send Log (A).

* Additionally, Send Logging must be configured and enabled during the send setup to ensure data is captured into the log (C).

Simply linking a Send Log to an Attribute Group (B) is irrelevant to Send Logging. WriteToLog() (D) is used mainly for server-side debug logging, not for populating Send Logs.

-

Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Send Logging Overview

"To log values to the Send Log, AMPscript variable names must exactly match the corresponding field names in the log, and logging must be enabled during the send process." Source: Salesforce Help - AMPscript Functions (WriteToLog)

"WriteToLog() is primarily used for troubleshooting and development, not for writing data to the Send Log."

-

NEW QUESTION # 144

Northern Trail Outfitters (NTO) recently launched a MR loyalty program. NTO wants to offer a signup bonus to subscribers who have made purchases in the last 6 months, but are yet to be loyalty members.

Which integration should allow NTO to select an audience of these subscribers?

- A. Marketing Cloud Customer Data Platform
- **B. Contact Builder Attribute Groups**
- C. Advertising Studio
- D. Behavioral Triggers

Answer: B

Explanation:

To select an audience of subscribers who have made purchases in the last 6 months, but are yet to be loyalty members, Northern Trail Outfitters should use Contact Builder Attribute Groups. Attribute Groups are collections of data extensions and data sources that are linked by common fields or attributes. Attribute Groups allow marketers to create segments and filters based on data from multiple sources, such as purchase data and loyalty data. References: https://help.salesforce.com/s/articleView?id=sf.mc_cab_attribute_groups.

htm&type=5

NEW QUESTION # 145

Northern Trail Outfitters wants to monitor available coupon codes and sends a notification to their email specialist instructing them to request more codes for importing if the available coupon count falls below 500 available codes.

Which two activities would be automation?

Choose 2 answers

- **A. Filter Activity**
- B. Import Activity
- **C. Verification Activity**
- D. Data Extract Activity

Answer: A,C

Explanation:

A verification activity is an automation studio activity that allows checking the record count or field value of a data extension and sending a notification email if it meets certain criteria. A filter activity is an automation studio activity that allows filtering records from a source data extension into a target data extension based on filter criteria. By using these two activities in an automation, NTO can monitor available coupon codes in their coupon data extension and send a notification email to their email specialist if the available coupon count falls below 500. An import activity is used to import data from an external file or data source into a data extension, which is not relevant for this use case. A data extract activity is used to extract data from a data extension or data view into a file, which is also not relevant for this use case. References: https://help.salesforce.com/articleView?id=sf.mc_as_verification_activity.htm&type=5 https://help.salesforce.com/articleView?id=sf.mc_as_filter_activity.htm&type=5

NEW QUESTION # 146

Northern Trail Outfitters wants to automate a weekly SMS message to be sent to anyone who has a birthday that week. They have created the Outbound Message in MobileConnect and have a Filtered List created for every contact who provided birth date information.

Which activities would Marketing Cloud use to automate this campaign?

- **A. Refresh Mobile Filtered List and Send SMS**
- B. Import Mobile Contacts and Send SMS
- C. Import Mobile Contacts and Outbound Send
- D. Refresh Mobile Filtered List and Outbound Send

Answer: A

NEW QUESTION # 147

A customer has been having problems with SMS responses getting the default keyword response rather than the appropriate next keyword response.

What are two potential reasons for this unexpected response?

Choose 2 answers

- **A. Next keyword was not specified on the outbound message.**
- **B. Responses are not sent within 24 hours of the outbound message.**
- C. Responses are not sent within the Conversation Window.
- D. Response contained "stop" in the message content.

Answer: A,B

NEW QUESTION # 148

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