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Why is Test4Engine Salesforce CRT-550 certification training so popular, especially among the same trade? Firstly, we really know what the candidates need. Secondly, Our Test4Engine Salesforce CRT-550 dumps are concerned on one thing only – how to help the candidates to pass Salesforce CRT-550 test. Thirdly, Our Test4Engine Salesforce CRT-550 study guide is very technical and original. We provide you with the latest test questions and test answers. And the price is very cost-effective.

Salesforce CRT-550 exam is a critical step toward achieving the Salesforce Certified Marketing Cloud Consultant certification. CRT-550 exam covers a broad range of topics related to Salesforce Marketing Cloud, and candidates are encouraged to take advantage of the various resources available online to prepare for the exam. Achieving this certification can lead to many career opportunities and demonstrate the candidate's expertise in marketing automation using Salesforce Marketing Cloud.

To prepare for the Salesforce CRT-550 Exam, candidates should have a strong understanding of email marketing, data management, digital advertising, and customer journey mapping. Additionally, candidates should be familiar with the Marketing Cloud platform's various modules, including Email Studio, Mobile Studio, Advertising Studio, and Journey Builder. CRT-550 exam also tests the candidate's ability to integrate the Marketing Cloud with other Salesforce products and third-party applications.

Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q158-Q163):

NEW QUESTION # 158
Northern Trail Outfitters wants to send a welcome email to Contacts when a Contact record is added as a campaign Member to a 'Loyalty Member' Campaign in Sales Cloud.
Which method should they use to send the email from Marketing Cloud?

- A. Create a Journey with a Salesforce Campaign entry source and an Email Activity
- B. Use Content Builder Send Flow to send the email to the Salesforce Campaign
- C. Create a scheduled Automation with a Query Activity and a Send Email Activity
- D. Create a Journey with a Salesforce Data entry source and an Email Activity

Answer: B

NEW QUESTION # 159
Northern Trail Outfitters'marketing team is made up of a marketing manager, a marketing specialist, and a graphic designer. The team is new to Marketing Cloud and has very little coding experience. Currently, they use Excel and VLOOKUP to segment their email audiences and import them into Marketing Cloud.
What solution should be recommended to allow for long-term self-sufficiency in segmentation?

- A. Attribute Groups
- B. Publication Lists
- C. Data Filters
- D. Query Activities

Answer: C

Explanation:
Explanation
To allow for long-term self-sufficiency in segmentation, Northern Trail Outfitters should use data filters. Data filters are a user-friendly tool that allows marketers to segment their data based on criteria and conditions without coding. Data filters can also be refreshed and reused for different campaigns. Attribute groups are used to link data sources in Contact Builder, not for segmentation. Publication lists are used to manage opt-in preferences, not for segmentation. Query activities require SQL knowledge and coding skills, which the marketing team lacks.
References:https://help.salesforce.com/s/articleView?id=sf.mc_es_data_filters.htm&type=5

NEW QUESTION # 160
A customer manages their field technicians in Salesforce CRM connected to Marketing Cloud. Once an appointment with a contact is scheduled for the technician through CRM, the notification message should be sent to the contact informing them about the scheduled visit date. When the notification is sent the "Confirmation sent" checkbox on the appointment record should be updated in CRM.
All appointments scheduled on a given day will have their status updated in CRM at the end of business hours. The Appointment

object does not have a direct relationship with the contact.
What solution would a consultant recommend to address this use case?

- A. Configure Salesforce Send with Salesforce data extension, using Automation Studio activities to refresh the audience; send notification and SSJS activity to update CRM record(s)
- B. Configure journey with API Event entry source, Process Builder to trigger event; use Journey Builder activities to send notification and update CRM record(s)
- C. Configure journey with Data Extension entry source; use Automation Studio activities to refresh the audience and Journey Builder activities to send notification and update CRM record(s)
- D. Configure journey with Salesforce Data entry source; use Journey Builder activities to send notification and update CRM record(s)

Answer: B

NEW QUESTION # 161
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_email_url%%
- B. %%view_as_webpage%%
- C. %%vawp%%
- D. %%view_online%%

Answer: B

NEW QUESTION # 162
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. Create data validation rules for the integrated user in Sales Cloud.
- B. Add custom links to the page layouts in Marketing Cloud
- C. Assign the integrated user the Marketing Cloud AppExchange User permission set in Sales Cloud.
- D. Create a Salesforce Data Extension for the user to select during a Guided Send.

Answer: D

NEW QUESTION # 163
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