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- Vendor: Salesforce
- Exam Code: CRT-550
- Exam Name: Prepare for your Marketing Cloud Consultant Exam
- Number of Questions: 306
- Certification Name: Marketing Cloud Consultant
- Exam Language: English
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## Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q93-Q98):

### NEW QUESTION # 93

Every day at 3 a.m., Northern Trail Outfitter' (NTO) data lake instance starts generating a file that contains all records that should be sent one email or another for the next day's marketing campaigns. The size of the file varies depending on the previous day's tracking activity. As soon as the file is generated, NTO wants to import the data, segment the data, and then execute the daily sends.

What end-to-end process should deliver this efficiently?

- **A. Triggered Automation > Import Activity > Series of Query Activities > Series of Sends**
- B. Triggered Automation > Import > Data Extension Extract > Marketing Journey
- C. Scheduled Automation > File Transfer > Import > Series of Query Activities
- D. Scheduled Automation > Import Activity > Series of Query Activities > Series of Sends

**Answer: A**

Explanation:

To import the data, segment the data, and execute the daily sends as soon as the file is generated by the data lake instance, Northern Trail Outfitters should use a triggered automation that contains an import activity, a series of query activities, and a series of sends. A triggered automation can start when a file is dropped in a specified location, such as an FTP folder. An import activity can import the file into a data extension. A series of query activities can segment the data based on the criteria for different campaigns. A series of sends can send the emails to the segmented data extensions. References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_as\\_automation\\_studio\\_triggers.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio_triggers.htm&type=5) [https://help.salesforce.com/s/articleView?id=sf.mc\\_as\\_import\\_activity.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_as_import_activity.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_query_activity.htm&type=5) [https://help.salesforce.com/s/articleView?id=sf.mc\\_es\\_create\\_a\\_user\\_initiated\\_email\\_interaction.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_es_create_a_user_initiated_email_interaction.htm&type=5)

#### NEW QUESTION # 94

Northern Trail Outfitters receives data from their point-of-sale system every night. The file is placed on their Enhanced FTP, but there is not a consistent time or naming convention for the file.

In which two ways should they set up their automation to import the data from the file on a nightly basis? (Choose 2 answers)

- **A. File Drop Starting Source**
- B. Scheduled Starting Source
- **C. %%BASEFILENAME\_FROM\_TRIGGER%%**
- D. %%BASEFILENAME\_FROM\_FILEDROP%%

**Answer: A,C**

#### NEW QUESTION # 95

NTO wants to import files at certain standard times, but occasionally a file will be dropped on a Friday if the 30th of the month falls on a weekend.

What is the flow?

- **A. Triggered Import - user initiated send (not scheduled)**

**Answer: A**

#### NEW QUESTION # 96

A customer wants to create a loyalty program by Identifying all subscribers who clicked on a link within any email sent within the last six months.

What should be recommended?

- A. Create and execute a Tracking Extract.
- B. Create and execute a Data Filter on the Click data view.
- **C. Create and execute a SQL Query against the Click data view.**
- D. Create and execute a Subscriber Engagement report.

**Answer: C**

#### NEW QUESTION # 97

Northern Trail Outfitters (NTO) maintains a blog for key outdoor enthusiast influencers to use in sharing their experiences with NTO equipment and the outdoors. NTO also sends out a weekly email newsletter, and they want to include links to the latest blog entries

as part of the newsletter.

Which two solutions could pull in the RSS feed at the time of send?

Choose 2 answers

- A. Dynamic Content
- B. Personalization Strings
- C. External Content
- D. AMPscript

**Answer: C,D**

Explanation:

Two solutions that could pull in the RSS feed at the time of send for Northern Trail Outfitters' weekly email newsletter are:

\* AMPscript. AMPscript is a scripting language that can be used to retrieve and display dynamic content from external sources, such as RSS feeds, in emails.

\* External Content. External Content is a feature that allows marketers to create blocks of content from external sources, such as RSS feeds, in Content Builder.

Dynamic Content is not a solution for pulling in RSS feeds, as it is used to display different content based on subscriber attributes or rules. Personalization Strings are not a solution for pulling in RSS feeds, as they are used to display subscriber or account information in emails. References: <https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-content/ampscriptUseCasesRetrieveRSSFeed.htm> [https://help.salesforce.com/s/articleView?id=sf.mc\\_ceb\\_external\\_content\\_blocks.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_ceb_external_content_blocks.htm&type=5)

## NEW QUESTION # 98

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