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Salesforce CRT-550 exam covers a variety of topics that include Marketing Cloud Connect, Email Studio, Journey Builder, Advertising Studio, Mobile Studio, Social Studio, and Einstein. It evaluates the candidate's understanding of the basic concepts, features, and functionality of the Salesforce Marketing Cloud platform. CRT-550 Exam consists of 60 multiple-choice questions and takes 90 minutes to complete. The passing score for the exam is 68%.

Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q141-Q146):

NEW QUESTION # 141
A customer wants to create a mobile app that requires users to log in or register before accessing their dat
a. Their source of truth is Sales Cloud which is connected to Marketing Cloud. Users who log in with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a

ContactKey for up to 24 hours.
What consideration should a consultant provide to the customer?

- A. User device data is unavailable in Contact Builder for up to 24 hours.
- B. Existing users will create additional Contacts in Marketing Cloud.
- C. All mobile app users will create additional Contacts in Marketing Cloud.
- D. Newly registered users will create additional Contacts in Marketing Cloud.

Answer: D

NEW QUESTION # 142
How do you use data designer to link the web analytics data to your subscriber data?

- A. Use a marketing cloud data extension

Answer: A

NEW QUESTION # 143
A customer has a robust Sales Cloud org with several custom objects. Historically, they have created complex reports, referencing many custom objects, to target subscribers and exported them to another email system for deployment. With the implementation of Marketing Cloud Connect, the customer wants to simplify the sending process using Marketing Cloud with as little additional setup as possible.
What should a consultant recommend to meet this criteria?

- A. Create a Journey and use Salesforce Data and the Reports object as the Entry Source.
- B. Continue to build reports in Sales Cloud and select the reports in Marketing Cloud.
- C. Sync all custom objects to Marketing Cloud and recreate the reports for sending.
- D. Continue to build reports in Sales Cloud and import it to Marketing Cloud for sending.

Answer: A

Explanation:
To simplify the sending process using Marketing Cloud with as little additional setup as possible, the customer should create a journey and use Salesforce Data and the Reports object as the entry source. This will allow them to use their existing complex reports in Sales Cloud as criteria for injecting contacts into the journey and sending them emails. References:
https://help.salesforce.com/s/articleView?id=sf.
mc_jb_salesforce_data_event.htm&type=5

NEW QUESTION # 144
A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. The corporate office the advertising copy and subscriber list. The owners of franchised stores add a customized local message to the marketing campaign.
What hierarchy should be recommended?

- A. One business unit.
- B. One parent business unit and a child business unit for franchise owners.
- C. A parent business unit for each franchise owner
- D. One parent business unit and a child business unit for each franchise owners

Answer: B

NEW QUESTION # 145
A consultant configured a triggered send definition in Sales Cloud for a customer using Marketing Cloud Connect, The trigger is on a Custom Object called 'Shipments' and is enabled for Triggered Sends in Setup.
Which two configuration requirements should be considered when troubleshooting? (Choose 2 answers)

- A. The Shipment objectrequires a Lookup to Lead or Contact.

- B. There is a Master Detail Relationship from Contact to Shipment.
- C. The Shipment object is on the Account Related List.
- D. An Apex Trigger is created on the Shipment object.

Answer: C,D

Explanation:
The Shipment object requires a Lookup to Lead or Contact1. This is because triggered sends can only be sent to Salesforce contacts, leads, or person accounts when object records are created or updated1.
An Apex Trigger is created on the Shipment object2. This is because a trigger is Apex code that executes before or after certain operations on an object2, and it can be used to invoke the Marketing Cloud integration action that triggers the email send3.

NEW QUESTION # 146

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