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CRT-550 Practice Test and Preparation Guide



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To prepare for the CRT-550 exam, candidates need to have a strong understanding of Marketing Cloud concepts and best practices. They should be able to demonstrate their ability to create and execute effective marketing campaigns, manage data and audiences, and analyze campaign performance. In addition, candidates should be familiar with Salesforce Marketing Cloud products and features, such as Email Studio, Mobile Studio, Advertising Studio, and Social Studio.

To be eligible to take the CRT-550 exam, candidates must have prior experience working with Salesforce Marketing Cloud, and should have completed the Marketing Cloud Consultant training course. This course provides participants with the necessary skills and knowledge to design and implement complex Marketing Cloud solutions. By successfully completing the CRT-550 Exam, individuals demonstrate their ability to effectively leverage Marketing Cloud to drive business results, and are recognized as experts in the field of Marketing Cloud consulting.

Salesforce CRT-550 certification exam is designed to test the skills and knowledge of individuals who are preparing for their Salesforce Certified Marketing Cloud Consultant certification. CRT-550 exam covers a wide range of topics, including data management, email marketing, contact and lead management, and automation. CRT-550 exam is comprised of 60 multiple-choice

questions, and participants have 90 minutes to complete the exam.

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### Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q25-Q30):

#### NEW QUESTION # 25

Northern Trail Outfitters wants to suppress their highly engaged email subscribers (multiple opens and clicks for a target campaign) from active display campaigns to reduce overall cost and eliminate unnecessary targeting to the user. What should be recommended?

- A. Mobile Studio
- B. Google Analytics 360
- C. Einstein Engagement Scoring
- D. Advertising Studio

**Answer: D**

Explanation:

Advertising Studio is a tool that allows marketers to create and manage advertising campaigns across various channels, such as display, social, and search. It can also leverage Marketing Cloud data and segments to target or suppress audiences based on their engagement behavior. References: [https://help.salesforce.com/articleView?id=sf.mc\\_as\\_advertising\\_studio\\_overview.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_as_advertising_studio_overview.htm&type=5)

#### NEW QUESTION # 26

Northern Trail Outfitters wants to set up an automation that imports a file and sends an email to the contacts when the file is dropped on the SFTP. The name of the file will change, though it will always start with `thankyou_customers`. How would they set up the Import Activity to know the name of the file?

- A. Set File Naming Pattern to `%%BASEFILENAME_FROM_TRIGGER%%`
- B. Check the 'Use filename from Automation' checkbox
- C. Filename is automatically passed to Import Activity with File Drop Automations
- D. Set File Naming Pattern to `%%AUTOMATED_FILENAME%%`

**Answer: A**

Explanation:

Explanation

The file naming pattern is a setting in the import activity that specifies how to identify the file to import. If the file name changes every time, but has a consistent prefix, the `%%BASEFILENAME_FROM_TRIGGER%%` variable can be used to match the file name based on the prefix. For example, if the file naming pattern is set to `thankyou_customers_%%BASEFILENAME_FROM_TRIGGER%%.csv`, it will match any file that starts with `thankyou_customers_` and ends with `.csv`. References: [https://help.salesforce.com/articleView?id=sf.mc\\_as\\_import\\_file\\_naming\\_conventions.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_as_import_file_naming_conventions.htm&type=5)

#### NEW QUESTION # 27

A customer with limited technical resources has assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female.

Which method should a consultant recommend to ensure content is displayed properly within the email?

- A. AMPscript conditional against the Gender field
- B. A/B Test Content type
- C. AMPscript LookupRows function
- D. **Dynamic Content Block**

**Answer: D**

### NEW QUESTION # 28

Northern Trail Outfitters wants a simple segmentation strategy for identifying subscribers for their emails. What solution should they use?

- A. Attribute group in Contact Builder for segmentation.
- B. **List model and Groups in Single Send Journeys.**
- C. Data Extension Entry Source in Journey Builder with a filter.
- D. Relational data extensions with primary keys to match subscribers with their data.

**Answer: B**

Explanation:

For a simple segmentation strategy, using a List model combined with Groups (filtered or random) is the easiest approach. Lists are simpler than Data Extensions, require less setup, and Groups allow basic segmentation directly in Email Studio or Journey Builder for Single Send Journeys.

Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Lists and Groups Overview

# "Lists are ideal for marketers who need simple audience management. Groups (filtered or random) can be used for segmentation without advanced data modeling." Source: Salesforce Help - Single Send Journeys

# "Use Single Send Journeys with Groups to deliver a quick, straightforward email send without complex segmentation logic."

### NEW QUESTION # 29

A data team wants to automate the sync of subscribers, unsubscribes, and status from their enterprise account to their external CRM in one consolidated file. They need to find subscribers in their Marketing Cloud account and their unsubscribe data for child business units.

Which two data views would they use to achieve this?

Choose 2 answers

- A. \_Complaint
- B. **\_BusinessUnitUnsubscribes**
- C. \_Unsubscribe
- D. **\_Subscribers**

**Answer: B,D**

Explanation:

To synchronize subscriber data and unsubscribe statuses across all child business units in an Enterprise 2.0 Marketing Cloud account to an external CRM, the appropriate data views to query are \_Subscribers and \_BusinessUnitUnsubscribes.

\* \_Subscribers Data View: This data view contains information about all subscribers in the Marketing Cloud account, including their Subscriber Key, Email Address, Status (e.g., Active, Unsubscribed, Bounced, Held), and other attributes. It is essential for identifying subscribers and their current status across the enterprise account.

\* Why it's needed: The question specifies finding subscribers in the Marketing Cloud account, which requires querying the \_Subscribers data view to retrieve subscriber details.

\* \_BusinessUnitUnsubscribes Data View: This data view tracks unsubscribe events at the business unit level, including the Subscriber Key, Business Unit ID, Event Date, and other details for each unsubscribe event. It is critical for capturing unsubscribe data across child business units in an Enterprise 2.0 account, as it provides a consolidated view of unsubscribe activities specific to each business unit.

\* Why it's needed: The question emphasizes capturing unsubscribe data for child business units, which `_BusinessUnitUnsubscribes` uniquely provides.

Why the other options are incorrect:

\* A. `_Complaint`: This data view tracks email complaints (e.g., when a subscriber marks an email as spam). While related to subscriber behavior, it does not capture general unsubscribe events or subscriber status, making it irrelevant for this use case.

\* B. `_Unsubscribe`: This data view records unsubscribe events but is limited to the context of the parent business unit and does not provide business unit-specific unsubscribe data for child business units. In an Enterprise 2.0 account, `_BusinessUnitUnsubscribes` is required for cross-business unit tracking.

Exact Extract from Salesforce Documentation:

\* `_Subscribers` Data View: "The `_Subscribers` data view returns information about the subscribers in a Marketing Cloud account, including `SubscriberKey`, `EmailAddress`, `Status`, and `DateJoined`."(Source:

Salesforce Help - Data View: Subscribers)

\* `_BusinessUnitUnsubscribes` Data View: "This data view contains a record for each unsubscribe event at the business unit level. It's used in Enterprise 2.0 accounts to track unsubscribe activity across multiple business units."(Source: Salesforce Help - Data View: BusinessUnitUnsubscribes)

## NEW QUESTION # 30

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