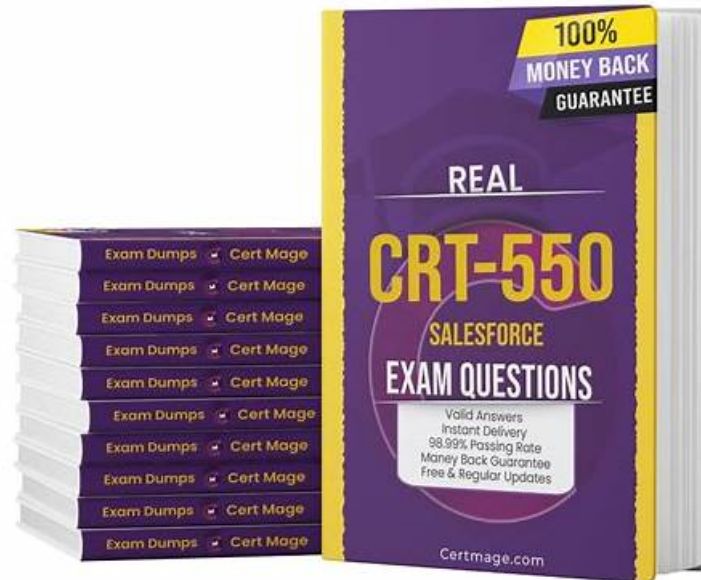


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Preparing for your Salesforce Certified Marketing Cloud Consultant Exam exam practice questions play a crucial role in Preparing for your Salesforce Certified Marketing Cloud Consultant Exam CRT-550 exam preparation and give you insights Preparing for your Salesforce Certified Marketing Cloud Consultant Exam exam view. You are aware of the Preparing for your Salesforce Certified Marketing Cloud Consultant Exam CRT-550 exam topics, structure, and a number of the questions that you will face in the upcoming Preparing for your Salesforce Certified Marketing Cloud Consultant Exam CRT-550 Exam. You can evaluate your Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam exam preparation performance and work on the weak topic areas. But here is the problem where you will get Preparing for your Salesforce Certified Marketing Cloud Consultant Exam exam questions.

Salesforce CRT-550 is a certification exam designed to assess the skills and knowledge of marketing cloud consultants. CRT-550 exam is designed to test the candidate's ability to implement solutions, configure marketing automation systems, design and execute email marketing campaigns, and measure and analyze marketing performance. The Salesforce CRT-550 exam is an essential certification for marketing professionals who want to demonstrate their expertise in the Salesforce Marketing Cloud.

Preparing for the Salesforce CRT-550 exam requires a comprehensive understanding of the Marketing Cloud platform and its features. Salesforce offers various resources for exam preparation, including official study guides, online courses, and practice exams. Additionally, many third-party training providers offer instructor-led courses and study materials. To succeed in the exam, candidates should have hands-on experience with the Marketing Cloud platform, stay up-to-date with the latest features and updates, and practice using the platform to solve real-world marketing challenges.

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To prepare for the Salesforce CRT-550 exam, aspirants should have a thorough understanding of the marketing cloud platform and its features. They should also be familiar with the various marketing channels and their best practices. Aspirants can prepare for the exam by taking online courses, attending workshops, and reading study materials. They can also take practice tests to assess their knowledge and identify their areas of improvement. With the right preparation, candidates can pass the Salesforce CRT-550 Exam and become a certified marketing cloud consultant.

Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q126-Q131):

NEW QUESTION # 126

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to solicit customer service feedback. If a customer indicates they are unhappy with the service they have received, NTO wants a new case to be created in Service Cloud. NTO is unsure of what is possible within Marketing Cloud but would like to use as much native functionality as possible. What approach would a consultant recommend?

- **A. Use an Engagement Split to capture positive or negative responses, and a Custom Activity to create a new case in Service Cloud.**
- B. Use an AppExchange package to create a customized API integration between Marketing Cloud and Service Cloud.
- C. Use an Engagement Split to capture positive responses, and a Case Activity to create a new case in Service Cloud.
- D. Use Automation Studio to capture positive or negative responses, and a Case Activity to create a new case in Service Cloud.

Answer: A

NEW QUESTION # 127

Northern Trail Outfitters is looking to personalize their SMS messages. Which data source is supported to personalize messages?

- A. MobileConnect Demographics
- **B. Profile Attributes**
- C. Data Designer Attribute Group
- D. Population in Contact Builder

Answer: B

Explanation:

Comprehensive Explanation:

Profile Attributes in MobileConnect are used to store subscriber-specific information, such as first name, last name, or preferences. These attributes can be utilized to personalize SMS messages, enhancing engagement and relevance.

Reference:

Salesforce Help: MobileConnect Demographics and Profile Attributes

NEW QUESTION # 128

Northern Trail Outfitters wants to encourage customers who made a purchase on their website without leaving a review to come back and review their purchase. They want to use Journey Builder to automatically inject contacts who meet these criteria into a Journey.

What product should be recommended?

- **A. Web Analytics Connector**
- B. Google Analytics 360
- C. Audience Studio
- D. Data Studio

Answer: A

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is B - Web Analytics Connector (WAC).

* Web Analytics Connector allows you to capture website events (like a purchase or non-review event) and pass them back to Marketing Cloud.

* You can use WAC to inject those contacts into Journey Builder automatically based on behavioral criteria.

Why others are wrong:

* A: Audience Studio (DMP) is for paid media audiences - not for direct injection based on onsite behavior.

* C: Data Studio is a marketplace for audience data - not used for connecting web behaviors.

* D: Google Analytics 360 is for analyzing web behavior, but on its own, it doesn't push contacts into Journeys without customization.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Web Analytics Connector Overview:

"Use Web Analytics Connector (WAC) to capture web behavior and automate customer journey entry based on onsite actions such as purchases, page visits, or abandoned activities." (Source: https://help.salesforce.com/s/articleView?id=sf.mc_wac_overview.htm)

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NEW QUESTION # 129

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 import it to Marketing Cloud for sending.
- C. Sync all custom objects to Marketing Cloud and recreate the reports for sending.
- D. Continue to build reports in Sales Cloud and select the reports in Marketing Cloud.

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

mc_jb_salesforce_data_event.htm&type=5

NEW QUESTION # 130

Northern Trails Outfitters has a contact count of nearly 10 million records. They have noticed slower processing times when sending using Journey Builder.

Which two actions could they take to optimize Journey performance? (Choose 2 answers)

- A. Use Data Extension Entry Sources with Filters applied to perform segmentation activities for Journey Builder.
- B. Include data for decision splits in Attribute Groups in Contact Builder, use contact data rather than journey data.
- **C. Create a prefiltered, sendable copy of data extensions for each journey instead of using the same entry source.**
- **D. Perform large-scale segmentation in Automation Studio before admitting contacts into Journey Builder.**

Answer: C,D

Explanation:

Performing large-scale segmentation in Automation Studio before admitting contacts into Journey Builder can help reduce the amount of contacts admitted into the journey, thereby increasing the performance of the journey.

Creating prefiltered, sendable copies of data extensions for each journey instead of using the same entry source can also help optimize journey performance as it reduces the number of contacts that have to be processed for each journey. This can help with performance as the data extension is already filtered and therefore the journey has to do less work in terms of filtering the participants. For more information, see the Salesforce Certified Marketing Cloud Consultant Exam Study Guide[1] or the Salesforce documentation on Journey Performance[2].

[1] <https://trailhead.salesforce.com/content/learn/certifications/marketing-cloud-consultant/marketing-cloud-consultant-exam-study->

guide [2] https://help.salesforce.com/articleView?id=mc_jb_improve_journey_performance.htm&type=5

NEW QUESTION # 131

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