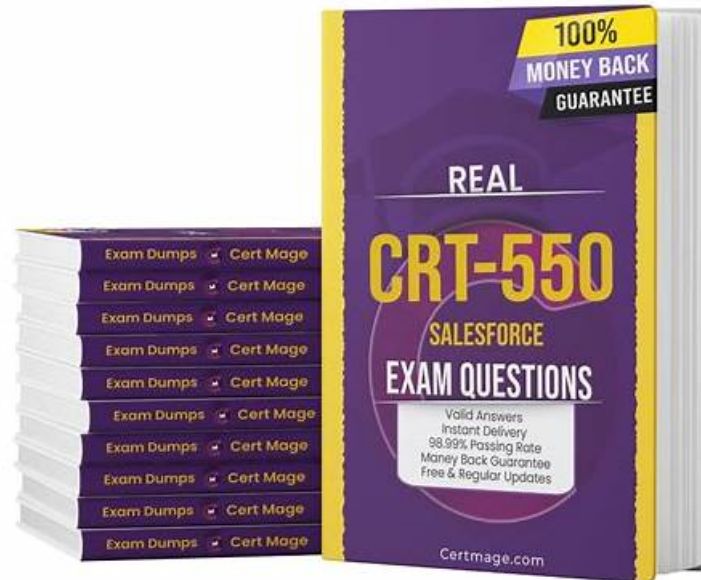


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Salesforce CRT-550 (Preparing for your Salesforce Certified Marketing Cloud Consultant) Certification Exam is a highly sought-after certification for marketing professionals. Preparing for your Salesforce Certified Marketing Cloud Consultant Exam certification exam is designed to test the skills and knowledge of marketing professionals in using the Salesforce Marketing Cloud platform. CRT-550 exam covers a wide range of topics, including email marketing, mobile marketing, social media marketing, and more.

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.

Who should take the CRT-550 exam

The Salesforce Certified Marketing Cloud Consultant CRT-550 Exam certification is an internationally-recognized validation that identifies persons who earn it as possessing skilled as a Certified Marketing Cloud Consultant. If a candidate wants significant improvement in career growth needs enhanced knowledge, skills, and talents. The Salesforce Certified Marketing Cloud Consultant CRT-550 Exam certification provides proof of this advanced knowledge and skill. If a candidate has knowledge of associated technologies and skills that are required to pass the Salesforce Certified Marketing Cloud Consultant CRT-550 Exam then he should take this exam.

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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q53-Q58):

NEW QUESTION # 53

Northern Trail Outfitters (NTO) plans to use Contact Builder to increase the scope of customer information they can see in an effort to establish more effective 1:1 relationships. NTO has a separate instance of Salesforce Sales Cloud that serves as their current customer master database.

What action should be taken when using Contact Builder? Choose 2 answers

- A. Create a data extension to incorporate the imported data from a Salesforce Dashboard.
- B. Conduct manual imports of customer information from Sales Cloud.
- C. Use Marketing Cloud Connect to include data from Sales Cloud.
- D. Combine each individual's channel contact information under one record.

Answer: C,D

NEW QUESTION # 54

Northern Trail Outfitters upgraded their Marketing Cloud account which now includes a Sender Authentication Package (SAP). They send regularly 300,000 messages.

What should they be aware of with respect to sender reputation?

- A. They should have a shared IP since their volume is under 500,000 messages per month.
- B. They should send at least 250,000 messages per month to maintain their sender reputation.
- C. They should have one SAP for transactional sends and another for commercial sends.
- D. They should have one dedicated IP address for every 100,000 messages sent per month.

Answer: B

Explanation:

With a Sender Authentication Package (SAP) and dedicated IP address, maintaining a minimum volume (around 250,000 messages/month) is critical to building and maintaining a healthy sender reputation. If the volume drops too low, deliverability could be negatively affected.

-

Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Dedicated IP Warning and Maintenance

"To maintain a strong sending reputation on a dedicated IP address, customers should send a minimum of 250,000 emails per month."

Source: Salesforce Marketing Cloud Implementation Guide - Sender Authentication Package

"Dedicated IPs provided with SAP require consistent, high-volume sending for optimal performance."

-

NEW QUESTION # 55

Northern Trail Outfitters wants to have a periodic, dynamic newsletter send to a set data extension, but the data in this data extension will be regularly updated and the subscribers inside could be removed/added multiple times.

What option should speed up the delivery while meeting these criteria?

- A. Scheduled Automation using a Send Activity
- B. SingleSend Journey
- C. Journey that allows re-entry after exiting
- D. Scheduled Automation utilizing Triggered Send Emails

Answer: C

Explanation:

Explanation

A journey that allows re-entry after exiting can be used to have a periodic, dynamic newsletter send to a set data extension that changes from day-to-day. A journey with this setting can admit contacts into the journey multiple times as long as they meet the entry criteria. The View As Web Page link will not be broken when the audience is refreshed daily because the link is based on the Job ID and Subscriber ID, which are unique for each send. References:

https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_settings.htm&type=5https://help.salesforce.com/

NEW QUESTION # 56

Northern Trail Outfitters is looking to personalize their SMS Messages.

Which data source is supported to personalize messages?

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

Answer: A

Explanation:

Explanation

MobileConnectDemographics is a data source that is supported to personalize SMS messages. MobileConnect Demographics is a system-generated attribute group that contains information about mobile subscribers, such as phone number, locale, status, keyword, and source. This information can be used to insert personalization strings or AMPscript variables into SMS messages. References:

https://help.salesforce.com/s/articleView?id=sf.mc_moc_mobileconnect_demographics.htm&type=5https://help.

NEW QUESTION # 57

A customer wants to create a journey with the goal of making users activate their accounts within 72 h of registration. New account registrations are stored in a data extension via an API call with a Boolean field indicating whether the subscriber has activated their account. The journey should send activation reminder emails 24 and 48 h after creating an account. The user exits the journey if they activate their account.

Which activities should be included in the customer's journey?

- **A. 24 hour Wait > Decision Split > Send Email > 24 hour Wait > Decision Split > Send Email**
- B. Decision Split > 24 hour Wait > Send Email > Decision Split > 48 hour Wait > Send Email
- C. Decision Split > 24 hour Wait > Send Email > Decision Split > 24 hour Wait > Send Email
- D. 24 hour Wait > Decision Split > Send Email > 48 hour Wait > Decision Split > Send Email

Answer: A

NEW QUESTION # 58

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