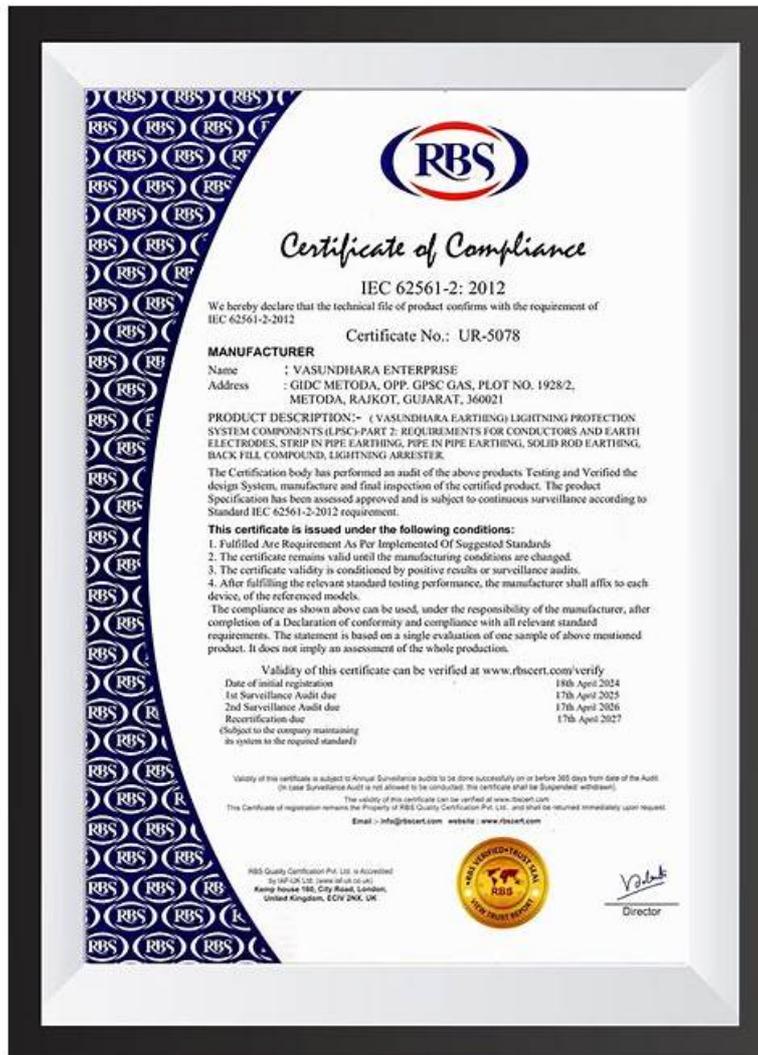# Trustworthy CRT-550 Source | CRT-550 Certification Book Torrent

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Salesforce CRT-550 Exam Syllabus Topics:

Topic	Details
Topic 1	• Determine which type of customer scenario warrants the creation of a business unit • Understand the implications of a system being database of record
Topic 2	• Demonstrate how to gather requirements in order to put together the data and segmentation strategy for the customer • Recommend the appropriate import method with lists or data extensions
Topic 3	• Analyze the impact of applying Sender Authentication Package (SAP) to a business unit • Understand the required steps to build, test, and deploy an email based on customer requirements
Topic 4	• Understand the prerequisites to consider prior to starting a Marketing Cloud Connect configuration • Compare and contrast standard reports, data views, and tracking extracts
Topic 5	• Explain how the information in data views and tracking extracts are accessed • Provided a customer environment and goals, determine the viability of external systems
Topic 6	• Recommend the appropriate customer skill sets required to utilize the Marketing Cloud application • Troubleshoot issues regarding Reply Mail Management
Topic 7	• Understand how data is retrieved within a Relational Data Model • Summarize Send Logs including when • why to use it; how to create and manage

Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q74-Q79):

NEW QUESTION # 74
A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:
* Emails will be built using a custom dynamic template for these messages.
* Links will vary over time and across campaigns.
* Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.
* Retargeting messages will dynamically populate content based on regional market.
In order for this solution to be viable, which skill set does the customer team need to possess?

- A. SSJS
- B. SQL
- C. HTML
- D. AMPscript

Answer: D

NEW QUESTION # 75
Northern Trail Outfitters' marketing team is new to Marketing Cloud and has very little coding experience.
They have employed a consultant to help them design an automated solution for maintaining an auto- suppression list.
Which solution should the consultant recommend?

- A. Use a query activity to populate the auto-suppression
- B. Use the Import Wizard in Automation Studio

- C. Use Einstein Segment Recommendations
- D. Use an import activity to import a file from the SFTP

Answer: D

Explanation:
Since the marketing team has very little coding experience, the most appropriate solution is to use an Import Activity to automatically pull files from an SFTP location into the Auto-Suppression List. This is a low-code, easy-to-manage approach and highly recommended by Salesforce for handling suppression management in Automation Studio.
-
Exact Extract from Salesforce Documentation:
Source: Salesforce Help - Import Activity in Automation Studio
"An Import Activity in Automation Studio allows users to import data into a data extension or list from a file in an FTP location. This method supports minimal coding experience and is suitable for Auto-Suppression List management." Source: Salesforce Help - Auto-Suppression Lists
"Auto-Suppression lists automatically exclude addresses from email sends. They can be managed via Import Activities in Automation Studio."
-

NEW QUESTION # 76
Northern Trail Outfitters wants to include a 'view online' link in an email template to enable users to view a web page version of the email.
Which personalization string should they include as the href attribute in the link?

- A. %%vawp%%
- B. %%view_email_url%%
- C. %%view_as_webpage%%
- D. %%view_online%%

Answer: B

Explanation:
The correct personalization string to provide a "View as Webpage" link in an email is %%view_email_url%%. When this string is placed inside the href attribute of a hyperlink, Marketing Cloud automatically generates a URL to a hosted version of the email content.
-
Exact Extract from Salesforce Documentation:
Source: Salesforce Help - Personalization Strings
"%%view_email_url%% - This personalization string inserts a link to view the email as a webpage.
Typically used for the 'View Online' functionality in email templates." Source: Salesforce Marketing Cloud Email Studio Guide
"Use %%view_email_url%% within your hyperlink to allow recipients to view the message as a webpage."

NEW QUESTION # 77
Northern Trail Outfitters wants to send a welcome email to Contacts when a Contact record is added as a campaign Member to a 'Loyalty Member' Campaign in Sales Cloud.
Which method should they use to send the email from Marketing Cloud?

- A. Use Content Builder Send Flow to send the email to the Salesforce Campaign
- B. Create a Journey with a Salesforce Campaign entry source and an Email Activity
- C. Create a scheduled Automation with a Query Activity and a Send Email Activity
- D. Create a Journey with a Salesforce Data entry source and an Email Activity

Answer: A

NEW QUESTION # 78
A company collects subscriptions on its website. It does the following:
* Compiles that subscription list in a database in the website Content Management System (CMS).

* Posts this encrypted list to Marketing Cloud nightly at 11 p.m.
* Uses Marketing Cloud as the database of record.
* Sends up to five emails a week based on subscriber engagement with prior sends.
Which automation sequence (excluding waits) should cover these requirements?

- A. File Transfer, Import, Query, Sends
- B. File Transfer, Data Extract, Filters, Sends
- C. File Transfer, Import, Measures, Sends
- D. File Transfer, Query, Measures, Sends

Answer: A

NEW QUESTION # 79

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