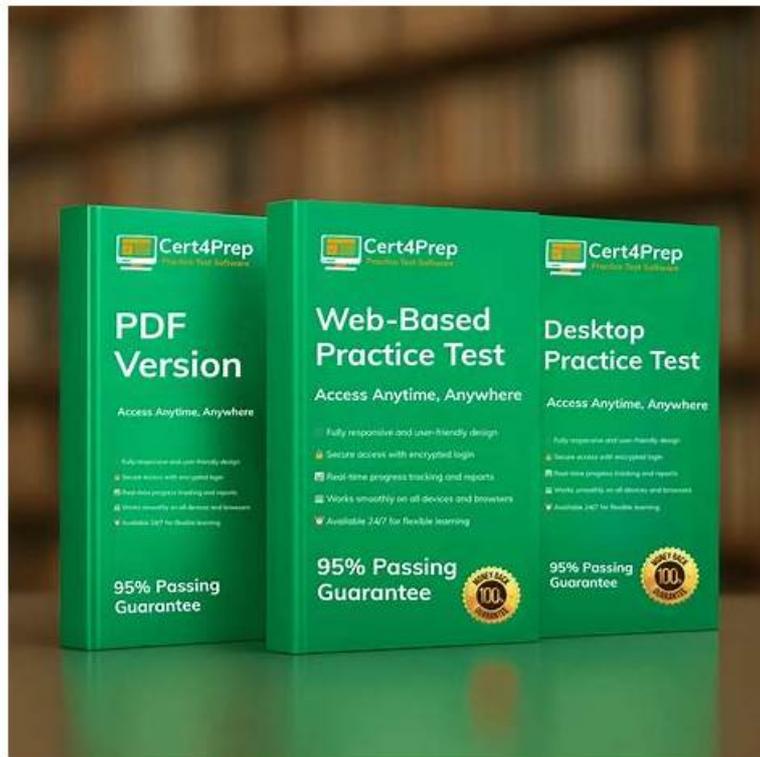# Pass-Sure CRT-550 Related Content offer you accurate Best Practice | Preparing for your Salesforce Certified Marketing Cloud Consultant Exam

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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q96-Q101):

NEW QUESTION # 96

A customer wants to send SMS messages as part of a Journey. They are concerned the messages will deploy when subscribers are asleep. If a subscriber qualifies to receive an SMS message as part of the journey between 1 a.m. and 6 a.m., the customer prefers the message to not be sent.

What solution should a consultant recommend to meet the criteria?

- **A. Create and enable a BLOCKOUT window In MobileConnect.**
- B. Create a Journey Goal to exit subscribers from the Journey.
- C. Run a SQL Query at 12:30 a.m. to create a suppression list.
- D. Run an Import Definition at 12 a.m. to create a suppression list.

Answer: A

NEW QUESTION # 97

A customer is using Marketing Cloud Connect but not sending tracking back to Sales Cloud. They want to create a Task on Contact and Lead records for follow-up when someone has not opened five emails in a row.

Which activities could be used to fulfill this requirement?

- **A. Salesforce Data Entry, SQL Query Activity, Task Activity**
- B. Scheduled Automation, Filter Activity, Data Extension Entry, Contact Activity
- C. API Event Entry, SQL Query Activity, Task Activity
- D. Scheduled Automation, SQL Query Activity, Data Extension Entry, Task Activity

Answer: A

Explanation:
You would:
* Use Salesforce Data Entry to identify the Contacts and Leads in scope.
* Use SQL Query Activity to evaluate who has not opened five emails based on Data Views.
* Use Task Activity to create Salesforce tasks automatically.
This path matches Option A exactly.
-
Exact Extracts from Salesforce Documentation:
Source: Salesforce Help - Salesforce Activities in Journey Builder
"Salesforce Activities, including Task creation, can be used to automate CRM record updates from Marketing Cloud." Source: Salesforce Marketing Cloud Connect Guide - SQL Query Activities
"SQL Query Activities allow filtering and evaluation of marketing engagement data (such as opens and clicks) stored in Data Views."
-

NEW QUESTION # 98

Northern Trail Outfitters receives a nightly encrypted unsub file to their Marketing Cloud SFTP from a third- party email platform. These files are used to unsubscribe existing subscribers. They do not use Email Address as Subscriber Key.

What Automation Studio Activity sequence should be used to ensure the appropriate subscribers are unsubscribed from the All Subscriber List?

- A. Import File > Data Extract > File Transfer > Import File
- **B. Import File > Query > Data Extract > File Transfer > Import File**
- C. File Transfer > Import File > Query > Data Extract > File Transfer > Import File
- D. File Transfer > Import File > Data Extract > File Transfer > Import File

Answer: B

Explanation:
Import File activity can be used to import the unsub file from the SFTP to a data extension. Query activity can be used to query the data extension and update the status of the subscribers in All Subscribers list to Unsubscribed. Data Extract and File Transfer activities are not needed for this process. References:
https://help.salesforce.com/articleView?id=sf.mc_as_import_file_activity.htm&type=5 https://help.salesforce.com/articleView?id=sf.mc_as_query_activity.htm&type=5

NEW QUESTION # 99

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

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

Answer: A

Explanation:
Explanation
To use a simple segmentation strategy for identifying subscribers for their emails, Northern Trail Outfitters should use list modeland groups in Single Send Journeys. List model is a method of storing subscriber information in lists rather than data extensions. Groups are segments of subscribers based on list attributes or behaviors. Single Send Journeys are journeys that allow marketers to send one-time messages to lists or groups using Journey Builder features. References:
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NEW QUESTION # 100

Northern Trail Outfitters is noticing a gradual decline in the percentage of conversions per emails sent in their digital marketing campaign. A new initiative is being adopted to reverse the trend What action should be taken to increase subscriber engagement?
Choose 2 answers

- A. Introduce more identity verification steps in check out process.
- B. Increase volume of emails to a wider audience.
- C. Increase the use of dynamic content in emails.
- D. Adopt a Cart Abandonment Email Campaign.

Answer: C,D

NEW QUESTION # 101

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