

## CRT-550 Dumps with Free 365 Days Update Fast Exam Updates [Q95-Q114]



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**Q95.** Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension and purchase data is stored in a second data extension.

Which two steps should they include to accomplish this journey?

- \* Use Data Designer in Contact Builder to relate the two data extensions.
- \* Utilize Entry Data on a Decision Split within Journey Builder.
- \* Create a Data Relationship in Email Studio to relate the two data extensions.
- \* Configure activities within Automation Studio to update the purchase data.

**Q96.** Northern Trail Outfitters has configured Reply Mail Management to handle manual unsubscribe requests. However, they have

received complaints from customers who are still getting marketing emails despite having sent multiple unsubscribe replies including phrases like "take me off your list"; or "opt out";.

How could this behavior be corrected?

- \* Ensure the DNS Record Redirect is correctly configured
- \* Ensure the two phrases are added to a filtered keyword list
- \* Ensure the two phrases are added the "Filtered Keywords"; data extension
- \* Ensure "Common Misspellings"; Is selected as one of the Reply Filters

**Q97.** How do I set up an individual who manages Marketing Cloud operations across channels, mobile, and social?

Choose two.

- \* Marketing Channel Manager Role
- \* Regional or Local Administrator Role
- \* Marketing Cloud Administrator Role
- \* Email marketing manager role

**Q98.** A customer wants to use Sales Cloud as a system of record for email messages sent from Marketing Cloud; however, the customer only sends from custom objects and cannot use the Contact ID or Lead ID as the Contact Key in Marketing Cloud.

What is the implication of this data model when using Marketing Cloud Connect?

- \* Email Sends will fail if the Contact ID or Lead ID is not included.
- \* Tracking Data will not be returned to the Sales Cloud email recipient.
- \* The customer will be able to use Reports and Campaigns as audiences.
- \* The customer will be unable to use synchronized data extensions.

**Q99.** An online retailer would like to utilize Journey Builder interactions for sending post-purchase communications to their customers.

What Contact Entry mode best fits this scenario?

- \* No re-entry
- \* Re-entry anytime
- \* Re-entry only after existing
- \* Re-entry after time

**Q100.** Northern Trail Outfitters wants to send a welcome email to Contacts when a Contact record is added as a campaign Member to a "Loyal Member"; Campaign in Sales Cloud.

Which method should they use to send the email from Marketing Cloud?

- \* Create a scheduled Automation with a Query Activity and a Send Email Activity
- \* Use Content Builder Send Flow to send the email to the Salesforce Campaign
- \* Create a Journey with a Salesforce Campaign entry source and an Email Activity
- \* Create a Journey with a Salesforce Data entry source and an Email Activity

**Q101.** How are Publication Lists used?

- \* To allow subscribers to opt-down/out instead of unsubscribing from all
- \* To built dynamic content rules by subscriber type
- \* To manage subscribers in guided and triggered email sends
- \* To send communication to all subscribers, regardless of opt-in status

**Q102.** A pharmaceutical company is hosting a monthly event and will be sending an invitation to new local contacts. The customer would like to automatically update a data extension to determine who will be attending.

\*The data extension will hold each contact's response as well as the time stamp of the click.

\*The contact will receive an email two days after the click event.

\*Both emails should be sent via Journey Builder.

What is the optimal solution to record the click activity prior to sending the second email?

- \* Use a landing page to record the click and trigger an email.
- \* Leverage the Decision Split and create a Custom Activity.
- \* Leverage the Engagement Split and the Update Contact Activity.
- \* Use a landing page to record the click in the data extension.

**Q103.** Northern Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products.

How should the consultant facilitate this within Contact Builder?

- \* Create three distinct Attribute Groups that link each data extension directly to Contacts.
- \* Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.
- \* Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.
- \* Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.

**Q104.** A customer needs to compare the engagement across three creative versions, and then send a follow-up email for those contacts who did not engage with any of the test versions.

Which sequence of activities would best accomplish this?

- \* Engagement Split > Send email > Wait > Random Split > Send email
- \* Random Split > Send email > Join > Decision Split > Wait > Send email
- \* Random Split > Send email > Wait > Engagement Split > Join > Send email
- \* Decision Split > Send email > Engagement Split > Send email

**Q105.** Northern Trail Outfitters wants to send an email to one million contacts in Sales Cloud. The criteria to segment contacts include using 10+ fields to segment.

Which process should the consultant utilize for a reliable send method?

- \* Query Synchronized Data Extensions using a query activity to a Salesforce Data Extension, then send via Email Studio Send Flow
- \* Import Salesforce Report through an import activity to a Salesforce Data Extension, then send to data extension using Email Studio email send
- \* Assign the one million contacts from the report to a Salesforce campaign, and use a Single Step journey with Salesforce Campaign as an entry event
- \* Send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow

**Q106.** Northern Trail Outfitters (NTO) wants to create a relevant audience from a data extension for a daily send campaign. The audience will change from day-to-day. These emails contain a View As Web Page link and NTO wants to ensure this will not be broken when the audience is refreshed daily.

What should be used to segment this audience?

- \* Use exclusion lists for the send, excluding those that already were sent the email

- \* Use AMPscript inside the email to pull information from a send logging data extension to determine which content displays based on message context
- \* Use a SQL Query to filter the audience into a new data extension that is overwritten each day
- \* Use SQL Query to filter the audience into a new data extension that is upserted every day

**Q107.** An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and NotSent, to ensure they are fulfilling a legal object due to the nature of their messages.

What method should be suggested in this scenario?

- \* Platform Events API
- \* Data View Export with every send
- \* Data Retrieves on the Send Object
- \* Event Notification Service

**Q108.** Northern Trail Outfitters has master data extension of 880,000 subscribers they want to randomly split into 11 groups to test different messaging strategies.

How could this be accomplished?

- \* Use Automation Studio with a random split activity.
- \* Create a random data extension within Email Studio.
- \* Create a random data extension within Contact Builder.
- \* Use Journey Builder with a random split activity.

**Q109.** Northern Trail Outfitters wants to target all customer who have registered to receive Push Notifications. Their app uses the Mobile Push multiple with Mobile Push SDK.

In which two ways should this segment be created?

- \* Using Mobile Studio, create a Mobile Push Filtered List filter on the MobilePush Demographics attribute group.
- \* Using Automation Studio, query the \_MobilePushDemographics Data View and saved this to a data extension.
- \* Using Journey Builder, target the entire customer database then filter using MobilePush Demographics attribute group.
- \* Using Contact Builder, create a Filtered Data Extension from All Contact where there is a record in MobilePush Demographics.

**Q110.** A marketer wants to create and edit email content, as well as generate reports and manage subscriber data.

Using the principle of least privilege, which two pre-defined roles should be assigned? Choose 2 answers

- \* Analyst
- \* Administrator
- \* Data Manager
- \* Content Creator

**Q111.** A mobile contact is not receiving SMS messages sent via MobileConnect.

In which two ways could a consultant troubleshoot this issue? (Choose 2 answers)

- \* Ensure the contact is subscribed to the correct keyword.
- \* Check the contact is subscribed to the correct short or long code.
- \* Check the contact opt-in status in All Subscribers.
- \* Ensure the  box is checked in the Mobile Connect Demographics table.

**Q112.** Northern Trail Outfitters wants to target all customers who have registered to receive Push Notifications. Their app uses the Mobile Push SDK.

In which two ways should this segment be created?

- \* Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group.
- \* Using Automation Studio, query the \_MobilePushDemographics Data View and save this to a data extension.
- \* Using Journey Builder, target the entire customer database then filter using MobilePush Demographics attribute group.
- \* Using Contact Builder, create a Filter Data Extension from AB Contact where there is record in MobilePush Demographics.

**Q113.** Northern Trail Outfitters (NTO) is migrating from a series of local legacy email automation tools to a single global Marketing Cloud instance to leverage its multi-channels abilities as well as native Salesforce Connector to their global Sales Cloud instance.

Which three factors Should be considered before finalizing the number of business unit they need to purchase? (Choose 3 answers)

- \* Number of brands/geographies which NTO operates
- \* Number of Sales Cloud sandboxes
- \* If testing/development business unit(\$) is required
- \* If data/content needs to be segregated between brands/geographies
- \* Number of Marketing Cloud users.

**Q114.** A customer would like to store financial data related to invoicing in its data extensions.

Which field type should be used?

- \* Currency
- \* Decimal
- \* Number
- \* Float

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