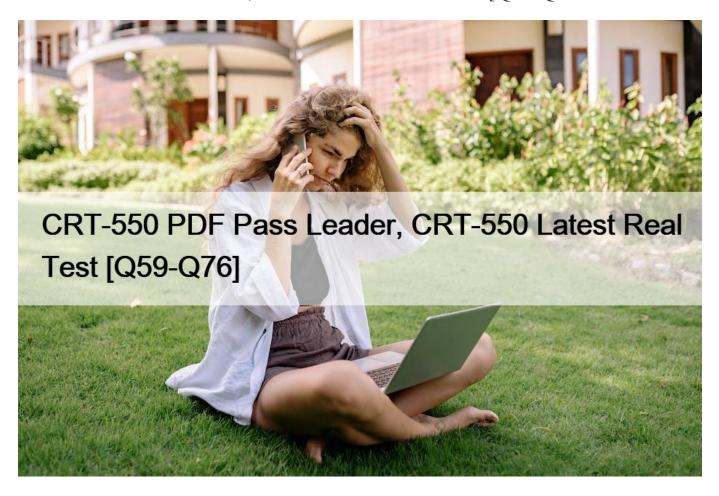# CRT-550 PDF Pass Leader, CRT-550 Latest Real Test [Q59-Q76

CRT-550 PDF Pass Leader, CRT-550 Latest Real Test
Valid CRT-550 Test Answers & CRT-550 Exam PDF

CRT-550 Exam topics

Candidates must know the exam topics before they start of preparation. Because it will really help them in hitting the core. Our **Salesforce CRT-550 exam dumps** will include the following topics:

- Automation 8%- Contact Builder 15%- Conceptual Design 12%- Marketing Cloud Connect 6%- Discovery 15% **NO.59** A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. Click activity will be cross-referenced with subscribers’ regional markets on a master subscriber data extension.

What skill set should the customer team have for this solution to be viable?
* HTML
* SSJS
* AMPscript
* SQL

NO.60 Collect addresses through Smartcapture, segment the data, send emails referencing data from a data extension.

What skillset is needed ?
* AMPScript
* HTML
* CSS
* SQL

NO.61 NTO has to import a file that will be different every time.

What method should be used?
* Update
* Overwrite
* Add and Update
* Add Only

NO.62 A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. The corporate office the advertising copy and subscriber list. The owners of franchised stores add a customized local message to the marketing campaign.

What hierarchy should be recommended?
* One parent business unit and a child business unit for franchise owners.
* One parent business unit and a child business unit for each franchise owners
* One business unit.
* A parent business unit for each franchise owner

NO.63 A company collects subscriptions on its websites. 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.

What automation sequence (excluding waits) should cover these requirements?
* File Transfer > Import File > Measures > Send Email
* File Transfer > Import File > SQL Query > Send Email
* File Transfer > SQL Query > Measures > Send Email
* File Transfer > Data Extract > Filters > Send Email

NO.64 n online retail customer needs daily promotional email content to generate with minimal time spent on creation. Their service contract includes building a custom dynamic template for this purpose. The customer has communicated the following:

* The email content will highlight new inventory each day.

* A small team will run both their digital marketing operations and their email program.

* A user needs to build, test, and send a daily email in less than an hour.

* Images for the emails will be hosted on their website CMS.

Which question is relevant to identify strategies for designing the custom template for the customer's daily promotional email?

Choose 3 answers
* Will image URLs be available publicly?
* How often will the layout of the content in a content area change?
* What is the maximum file size of the images being used?
* How often will email content be image-only with text overlaying images?
* What from name will be used for these emails?

NO.65 Which two statements are correct about Send Logging? Choose 2 answers
* Send Log data extensions are archived automatically based on retention settings.
* AMPscript can be used to pull data from Send Logs for use within emails.
* A business unit can support up to three Send Logs.
* SQL Query Activities can reference Send Logs in combination with system data views.

NO.66 A customer wants to perform an email send to a subset of a Synchronized Data Extension filtered on custom object data and return tracking to the Sales Cloud.

What approach should the consultant recommend?

Choose 2 answers
* Use Data Stream to sync Sales Cloud objects to the Marketing Cloud.
* Use Data Filters or Query Activities to output a Sendable Salesforce Data Extension.
* Use Query Activities to create a Sendable Synchronized Data Extension.
* Use Data Filters to segment data to output a Sendable Data Extension

NO.67 A customer wants Sales Cloud users to create and send Marketing Cloud emails.

Which two recommendations should the consultant make? Choose 2 answers
* Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.
* The consultant should enable deep linking in the Marketing Cloud Connect configuration.
* Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.
* The consultant should enable the Create Email feature on the user Profile in Sales Cloud.

NO.68 Analyst of The Northern Trail Outfitters (NTO) marketing team needs to pull email metrics for an upcoming quarterly company meeting. These metrics need to be reported per email campaign for each of NTO's Business Units:

* Number of Sends

* Delivery Rate

* Overall Bounce Rate

* Block Bounce Rate

* Open Rate

* Click Rate

* Complaint Rate

* Unsubscribe Rate

Which email report should NTO's Marketing Analyst pull from Marketing Cloud to get this information?
* Campaign Email Tracking Report
* Email Performance Over Time Report
* Email Send Report
* Account Send Summary Report

NO.69 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

NO.70 How do you use data designer to link the web analytics data to your subscriber data?
* Use a marketing cloud data extension

NO.71 An existing triggered send needs to be updated with new content

Select the correct sequence
* Pause message interaction, Edit message content, Publish changes, Start triggered email interaction

NO.72 A publishing company presented the following: A need to send renewal reminders to customers whose subscribers expire in 7 days and 15 days. A campaign needs to created and managed by a general marketing user who will not have administrative rights and who is not technical. The customer's expiration data is included in the data filter.

Which three components should the customer's solution include?
* Data Filter
* Template Based emails
* Suppression List
* Automation Studio
* Triggered Send

NO.73 An online retail customer needs daily promotional email content to generate with minimal time spent on creation. Their service contract includes building a custom dynamic template for this purpose. The customer has communicated the following:

* The email content will highlight new inventory each day.

* A small team will run both their digital marketing operations and their email program.

* A user needs to build, test, and send a daily email in less than an hour.

* Images for the emails will be hosted on their website CMS.

Which question is relevant to identify strategies for designing the custom template for the customer's daily promotional email? Choose 3 answers
* How often will the layout of the content in a content area change?
* What is the maximum file size of the images being used?

* What From Name will be used for these emails?
* Will image URLs be available publicly?
* How often will email content be image-only with text overlaying images?

NO.74 A customer executes a large number of sends via Marketing Cloud connect and is concerned about API limits. What should the consultant suggest to minimize the impact of Marketing Cloud Connect on daily API limits? Choose Two
* Upgrade the MC account to ConnectedApp
* Turn off link details tracking
* Filter data
* Turn off Individual Level Tracking

NO.75 Northern Trail Outfitters wants to send a weekly coupon campaign. They segment their audience using data from several data extensions, which results in an audience size of approximately 200,000 subscribers. They want to send a reminder three days later at the subscribers’ optimized send time.

What solution should they use?
* Automation Studio and Interaction Builder
* Journey Builder
* Automation Studio
* Automation Studio and Journey Builder

NO.76 A retail company’s database of record resides at a 3rd-party company that also keeps track of purchase history.

That database only updates once a day where new records can be created and merged.

The database uses an “Email ID,” which is a numeric field that represents both the business unit and email address.

The company now wants to be able to send real-time Welcome emails to people (newly registered website users) who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to “Email ID” in the database.

What key issue should be addressed?

Choose 3 answers
* How will Marketing Cloud and the database sync up?
* Will new users have an “Email ID”?
* What will be used as Subscriber Key?
* What publication lists will be used?
* Will the company need a custom preference center?

Salesforce Certified Marketing Cloud Consultant CRT-550 Exam

Salesforce Certified Marketing Cloud Consultant CRT-550 Exam is related to Salesforce Certified Marketing Cloud Consultant Certification. This exam validates the Candidate ability to implement Marketing Cloud Email Studio, Journey Builder, Automation Studio, Content Builder, Contact Builder, and Marketing Cloud Connect in a customer-facing role. It also deals with the ability to administrate and configure Marketing Cloud Email application, marketing Cloud by demonstrating implementation design best practices, executing the deployment of campaigns, and finalizing custom solutions for customers.

How to book the CRT-550 Exam
These are following steps for registering the Salesforce Certified Marketing Cloud Consultant CRT-550 Exam.
Step 1: Visit to Webassessor Exam Registration
Step 2: Signup/Login to Webassessor
Step 3: Select the onsite proctored or online proctored delivery method of Certification Exam
Step 4: Select Date, time and confirm with a payment method
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