



Free Questions for CRT-550 by certscare

Shared by Conrad on 20-10-2022

For More Free Questions and Preparation Resources

Check the Links on Last Page

Question 1

Question Type: MultipleChoice

When Northern Trail Outfitters acquires a new customer, it would like to send a series of welcome messages on behalf of the brand with an optimized send time. New customers will be sent to Marketing Cloud via an hourly batch file drop.

Which solution should the consultant recommend?

Options:

- A- Use Journey Builder to process and segment the new customers, and for the campaign sends and decisioning.
- B- Use Automation Studio to process and segment the new customers, and use Journey Builder for the campaign sends and decisioning.
- C- Use Automation Studio to process and segment the new customers, and use Email Studio for the campaign sends and decisioning.
- D- Use Automation Studio to process and segment the new customers, and for the campaign sends and decisioning.

Answer:

C

Question 2

Question Type: MultipleChoice

Northern Trail Outfitters wants to target Contacts in an abandoned cart Journey with a Facebook ad. An Ad Campaign Activity has been added to the Journey canvas.

Which extension product should be enabled to use the Ad Campaign Activity?

Options:

- A- Interaction Studio
- B- Social Studio
- C- Advertising Studio
- D- Audience Studio

Answer:

C

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants email subscribers to adopt their app. They are investigating using MobileConnect features since over 90% of their subscribers provide a Mobile Phone Number when registering.

Which three considerations should be made before implementing MobileConnect?

Choose 3 answers

Options:

- A-** Long and Short Codes are not available for all countries.
- B-** NTO would be charged by mobile operators directly for messages.
- C-** Inbound messaging only works with local Long or Short Codes.
- D-** Not all countries are supported by MobileConnect.
- E-** Opting in for messages can only be done via inbound message.

Answer:

C, D, E

Question 4

Question Type: MultipleChoice

A customer wants to limit the number of emails a subscriber receives to a maximum of one email every 14 days. After the 14-day period, the subscriber is eligible to receive the next message.

What should a consultant recommend to meet this criteria?

Options:

- A-** Import the identified subscribers into a list when creating the send.
- B-** Create an exclusion data extension populated with the identified subscribers.
- C-** Query contacts from the Einstein Engagement Frequency data extension when creating the send.
- D-** Create a suppression list populated with the identified subscribers.

Answer:

C

Question 5

Question Type: MultipleChoice

A data team wants to automate that sync of subscribers' Unsubscribes and status from their enterprise account to their external CRM In one consolidated file. They need to find subscribers In their Marketing Cloud account and their unsubscribe data for child business units.

Which two data views would they use to achieve this?

Choose 2 answers

Options:

A- _Complaint

B- _Subscribers

C- _Unsubscribe

D- _BusinessUnitUnsubscribes

Answer:

C, D

Question 6

Question Type: MultipleChoice

A B2B customer has customized journeys they want to use for several key accounts they are trying to sell into.

How could Marketing Cloud Connect be used to initiate these sends when contacts for select accounts are created?

Options:

- A- Salesforce Campaign Entry Source on the Lead Object
- B- Salesforce Data Entry Source on the Contact Object
- C- Salesforce Data Entry Source on the Account Object
- D- Welcome Email Configuration on the Account Object

Answer:

C

Question 7

Question Type: MultipleChoice

A customer has a business requirement to exclude email addresses of certain contacts in their loyalty program from the sends with several sender profiles. These contacts are dynamically identified with the help of the SQL query on a daily basis.

What solution should be recommended to automate exclusion of the Identified email addresses from all future sends that use specific sender profiles'

Options:

- A- Publication list
- B- Exclusion data extension
- C- Auto-suppression list
- D- Suppression list

Answer:

C

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) is running a campaign for a brand new type of footwear inside Journey Builder. The entry event: Prevents contacts from entering the journey if "shoes" is not selected in their preferences.

Is based on a data extension which has Email Address as Primary Key.

A few weeks after launching the campaign, NTO's data analyst noticed a reduced email volume and that some contacts inside the data extension updated their preferences after the launch of the campaign. Even with

the entry event being triggered every day, those contacts are not receiving the welcome emails.

What could be the reason?

Options:

- A- The preference center is too precise.
- B- Their account has deliverability issues.
- C- The contact fell below the High Water Mark.
- D- The entry event is triggered too often.

Answer:

C

Question 9

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) uses Marketing Cloud to connect with its individual consumers, retailers and wholesale buyers, and its corporate apparel customers. Marketing Cloud is currently configured with data extensions containing Store, Order, Product, and Contact information. NTO is in the process of implementing Data Designer and linking its data extensions.

How should consumers, retailers, and wholesale buyers be defined in Data Designer?

Options:

- A- One-to-Many Relationship
- B- Many-to-Many Relationship
- C- One-to-One Relationship
- D- Population

Answer:

C

Question 10

Question Type: MultipleChoice

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

Which sequence of activities in Journey Builder should accomplish this?

Options:

- A- Engagement Split > Send email > Wait By Duration > Random Split > Send email
- B- Random Split > Send email > Join > Decision Split > Wait By Duration > Send email
- C- Random Split > Send email > Wait By Duration > Engagement Split > Join > Send email
- D- Decision Split > Send email > Engagement Split > Send email

Answer:

C

To Get Premium Files for CRT-550 Visit

<https://www.p2pexams.com/products/crt-550>

For More Free Questions Visit

<https://www.p2pexams.com/salesforce/pdf/crt-550>

