



Free Questions for CRT-250

Shared by Henderson on 20-10-2022

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## Question 1

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Question Type: MultipleChoice

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Which two statements are correct about Send Logging?

Choose 2 answers

Options:

- A- Send Log data extensions are archived automatically based on retention settings.
- B- AMPscript can be used to pull data from Send Logs for use within emails.
- C- SQL Query Activities can reference Send Logs in combination with system data views.
- D- A business unit can support up to three Send Logs.

Answer:

B, C

## Question 2

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Question Type: MultipleChoice

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What should be confirmed to ensure Journey Builder directs the subscribers correctly?

Options:

- A- Journey Data is used for the Decision Split.
- B- Entry Source attributes are available in Journey Settings.
- C- Contract Data is used for the Decision Split.
- D- Filter Contacts are enabled to refine the audience.

Answer:

A

## Question 3

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Question Type: MultipleChoice

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A Marketing Cloud admin is asked by the marketing team to ensure a default Header and Footer be added to emails.

Where under Setup could this be created?

Options:

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- A- Content Builder Settings
- B- Emails Studio Settings
- C- Account Settings
- D- Campaign Settings



Answer:

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C

## Question 4

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Question Type: MultipleChoice

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Northern Trail Outfitters wants a data model in Marketing Cloud which will prevent them from duplicating, or even triplicating, records.

How should the unique identifier of the data model be setup if the MobilePush and Email channels are used within the same account?

Options:

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- A- Use the auto-generated keys supplied by Marketing Cloud at time of record creation for each channel used.
- B- Use a third-party system to identify and delete duplicate Contact Keys.
- C- Strategically control the Contact Key values and tie records together across channels using this key.
- D- Strategically control the Contact Key values in Email, but let Marketing Cloud automatically tie records as needed from MobilePush.

Answer:

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C

## Question 5

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Question Type: MultipleChoice

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A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in the Sales Cloud. Other data, such as course catalog, student demographics, and alumni information, is stored in external systems.

Which two actions should the implementation Consultant recommend?

Choose 2 answers.



Options:

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- A- Use Data Designer to link student and alumni data to the contact record.
- B- Create an Import Activity to import alumni data into Salesforce Report.
- C- Create list attributes to store student data from the Sales Cloud.
- D- Use Synchronized Data Sources to data from the Sales Cloud.

Answer:

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A, D

## Question 6

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Question Type: MultipleChoice

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Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer after an online purchase is made.

What feature could be used to solicit website feedback without navigating away from the email?

Options:

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- A- CloudPage forms Content Block
- B- Email Form Content Block
- C- Dynamic Content Block
- D- Reference Content Block

Answer:

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B

## Question 7

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Question Type: MultipleChoice

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A Marketing Cloud admin wants to ensure no one could access the API with their Marketing Cloud user credentials.

Which security setting would control this behavior?

Options:

- A- Select 'Identity Verification'
- B- Select 'Enable Audit Trail Data Collection'
- C- Deselect 'Exclude API Users From Password Expiration'
- D- Deselect 'Enable Username and Password for Web Services'

Answer:

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D

## Question 8

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Question Type: MultipleChoice

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A Marketing Cloud admin wants to check the status of a salesforce contacts in All Subscribers. The account is connected to their salesforce org via Marketing Cloud

Connect.

Which subscriber key should be used to search for the contact in All Subscribers?

Options:

- A- 15-digit contact ID
- B- Numeric Subscriber ID
- C- 18-digit Contact ID
- D- Email Address

Answer:

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C

## Question 9

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Question Type: MultipleChoice

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A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions.

Which workflow should meet these requirements?

Options:

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- A- Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- B- Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- C- File Drop Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- D- File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

Answer:

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B

## Question 10

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Question Type: MultipleChoice

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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?

Options:

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A- AMPscript

B- SSJS

C- SQL

D- HTML

Answer:

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A



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