Free Questions for CRT-550

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Question 1

Question Type: MultipleChoice

Northern Trail Outfitters is using Journey Builder to send emails to loyalty members based on recent activity. They anticipate that approximately half of their contacts will meet the entry criteria for their journey.

How should they configure their entry source?

Options:

A- Use an Import Activity in Automation studio to filter the data as a Data Extension Entry Source.
B- Use a Query Activity in Automation Studio to create a segment before entering the journey.
C- Use a Contact Data Entry Source to segment the data configured in Attribute Groups in Contact Builder.
D- Use a Data Extension Entry Source with an applied filter based on recent member activity.

Answer:

B

Question 2

Question Type: MultipleChoice

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?

Options:

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

Answer:

A

Question 3

Question Type: MultipleChoice

A marketer wants to capture open-ended feedback from customers via SMS and write it to a data extension.

How could MobileConnect be used to accomplish this?

Options:

A- Use a text-response message template with embedded AMPscript to capture the response.
B- Use an info capture message template to capture the response.
C- Use an outbound message template with embedded AMPscript to capture the response.
D- Use a vote/survey message template to capture the response.

Answer:

B

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters wants to automate a weekly SMS message to be sent to anyone who has a birthday that week. They have created the Outbound Message in MobileConnect and have a Filtered List created for every contact who provided birth date information.

Which activities would Marketing Cloud use to automate this campaign?

Options:

A- Refresh Mobile Filtered List and Outbound Send
B- Import Mobile Contacts and Outbound Send
C- Refresh Mobile Filtered List and Send SMS
D- Import Mobile Contacts and Send SMS

Answer:

C

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to import recent customer transaction data from their data warehouse into Marketing Cloud on a nightly basis. They plan to create a File Drop Automation to trigger an automation when a data file is transferred from the data warehouse to the import folder in their Enhanced FTP account. NTO notes that user passwords expire every 90 days and they do not want to update their file transfer script on the data warehouse each time a password changes and they do not want to compromise security.

Which solution should the consultant recommend?

Options:

A- Contact the Marketing Cloud account representative to enable Single Sign-On Authentication using SAML
B- Request SSH key authentication to be enabled for the FTP user and create an SSH Key in Key Management
C- Enable the 'Exclude FTP Users From Password Expiration' option in Setup > Security Settings
D- Upload data files to Marketing Cloud using SFTP instead of FTP

Answer:

B

Question 6

Question Type: MultipleChoice

Nothern Trail Outfitters wants to enable Sales Cloud users to manually create a segment of both lead and contact records that can be targeted through the Send Flow in Content Builder.

What should a consultant recommend for segmentation?

Options:

A- Salesforce Data Extension
B- Salesforce Report
C- Synchronized Data Extension
D- Salesforce Campaign

Answer:

B

Question 7

Question Type: MultipleChoice

A customer is creating a re-engagement campaign. The Campaign only targets subscribers who have had emails fail at send time due to held status within the last 60days. The goal is to send an SMS to the subscribers asking them if they want to update their email address.

What should a consultant recommend to meet the criteria?

Options:

A- Use SQL Query and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder
B- Use Tracking Extract, File Transfer, and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder.
C- use Data Extension Extract and Import activities from Automation Automation Studio to inject the subscribers into a CloudPage used as an Entry Source by Journey Builder
D- Use SQL Query and File Transfer activities from Automation Automation Studio to inject the subscribers into an API Event used as Entry Source by Journey Builder

Answer:

B

Explanation:

By using Tracking Extract, File Transfer, and Import activities from Automation Studio, you can extract the data from the subscribers who have had emails fail due to held status within the last 60 days[1][2], and then transfer the data into a data extension that can be used as an Entry Source for Journey Builder. This will allow you to create an SMS message that can be sent to the subscribers to ask them to update their email address. Additionally, Automation Studio provides the ability to schedule and automate the process so that the data is regularly updated and the

SMS message is sent on a regular basis. For further information, please refer to the following Salesforce documentation:

* Automation Studio Overview:https://help.salesforce.com/articleView?id=mc_as_overview.htm&type=5* Automation Studio Activities:https://help.salesforce.com/articleView?id=mc_as_activities.htm&type=5* Data Extensions Overview:https://help.salesforce.com/articleView?id=mc_es_data_extensions.htm&type=5* Journey Builder Overview:https://help.salesforce.com/articleView?id=mc_jb_overview.htm&type=5

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters wants to use Marketing Cloud to send notifications to customers when their orders are ready for in-store pickup. The notifications can be either SMS or email depending on their communications preference.

How should the consultant set this up?

Options:

A- Create an Outbound Message in MobileConnect with AMPscript in body to trigger an email confirmation as a fallback.
B- Journey Builder Transactional Send Journey.
C- Automation with a Send SMS and Send Email activity in separate consecutive steps.
D- Journey Builder multi-step journey with an API entry event and a decision split.

Answer:

B

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