



**Free Questions for CRT-250 by vceexamstest**

**Shared by Rollins on 29-01-2024**

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## Question 1

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**Question Type: MultipleChoice**

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Northern Trail Outfitters wants to send a custom survey to customers asking about their experience following a recent purchase.

Which feature should be used to create a survey form?

**Options:**

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- A- MobileConnect
- B- Content Builder
- C- Smart Capture
- D- Profile Center

**Answer:**

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C

## Question 2

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**Question Type: MultipleChoice**

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A Marketing Cloud admin needs to warm their accounts Dedicated IP.

What option for segmentation aligns with the IP Warming process?

**Options:**

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- A-** Segment to those recipients receiving text email versions first
- B-** Segment subscribers with soft bounces in their own dedicated send
- C-** Segment by domain to limit number of sends to each email provider
- D-** Segment by geographic region as after-hours sends will be marked as spam

**Answer:**

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C

## Question 3

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**Question Type:** MultipleChoice

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What are entry source types for Journey Builder?

**Options:**

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- A- Data Extension, CloudPages, Email List, API Event
- B- Data Extension, Audience Studio, API Event, Date Based Event
- C- Data Extension, Email List, API Event, Date Based Event
- D- Data Extension, Salesforce Community, GA360, Email List

**Answer:**

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B

## Question 4

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**Question Type: MultipleChoice**

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A Marketing Cloud admin has been asked to update their Marketing Cloud SFTP password

Where in Setup could they accomplish this task?

**Options:**

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- A- Company Settings
- B- Feature Settings
- C- Data Management
- D- Security

**Answer:**

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C

## Question 5

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**Question Type:** MultipleChoice

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Northern Trail Outfitters has a mobile app.

Which two products would allow them to send push notifications to customers with their mobile app?

Choose 2 answers

**Options:**

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**A-** Journey Builder

**B-** Contact Builder

**C-** MobileConnect

**D-** MobilePush

**Answer:**

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A, D

## Question 6

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**Question Type:** MultipleChoice

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A Marketing Cloud admin has been asked to grant full administrator permissions to a new user.

Which two standard roles should be selected for the new user?

Choose 2 answers

**Options:**

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**A-** Marketing Cloud Security Administrator

**B-** Administrator

**C-** Data Manager

**D-** Marketing Cloud Administrator

**Answer:**

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B, D

## Question 7

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**Question Type:** MultipleChoice

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Northern Trail Outfitters' security team has password policies they want enforced within Marketing Cloud.

Which policies could the Marketing Cloud admin configure in Setup?

**Options:**

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**A-** Minimum Password Length, Password Complexity, Password History, Expiration Period

- B-** Minimum Password Length, Use Strong Passphrases, Password History, Number of Security Questions
- C-** Minimum Password Length, Use Strong Passphrases, Unique Password, Number of Security Questions
- D-** Maximum Password Length, Password Complexity, Unique Password, Expiration Period

**Answer:**

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A

## Question 8

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**Question Type:** MultipleChoice

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A Marketing Cloud admin has been asked to Include Sales Cloud data in their queries.

Which feature would allow this functionality?

**Options:**

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- A-** Journey Builder
- B-** Synchronized Data Sources



C- CloudPages

D- Query Studio

**Answer:**

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B

## Question 9

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**Question Type: MultipleChoice**

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A Marketing Cloud admin wants to create an SFTP User for the first time.

Which two considerations should be taken when configuring an SFTP User?

Choose 2 answers

**Options:**

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**A-** By default, the username is the MID for the current Marketing Cloud MID.

**B-** Minimum password length is 12 characters.

- C- By default, the password will be the password of the logged-in user.
- D- Once created, the user will need to be activated in order to use the SFTP.

**Answer:**

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B, D

## Question 10

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**Question Type: MultipleChoice**

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Northern Trail Outfitters runs a nightly automation consisting of a File Transfer and a File Import. Following an update from the engineering team, the automation began failing. The Marketing Cloud admin suspects the CSV file now has an invalid format.

How could the admin receive a file of the bad data rows to confirm this theory?

**Options:**

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- A- Move the File Transfer to its own automation and include a notification email address
- B- Move the Import definition to its own automation and include a notification email address
- C- Update the Import definition to include a notification email address

**D-** Update the automation to include a notification email address for Runtime Errors

**Answer:**

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C

## Question 11

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**Question Type: MultipleChoice**

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Northern Trail Outfitters has Imported a file Into All Subscribers. They then received a results file stating admin@example.com could NOT be imported.

Which error code would the file contain for this record?

**Options:**

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**A-** Restricted Values

**B-** List Detective

**C-** Invalid Email Address

**D-** Skipped Records

**Answer:**

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B

## Question 12

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**Question Type:** MultipleChoice

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Northern Trail Outfitters wants to leverage the REST API for an external application they plan to build.

Where should their Marketing Cloud admin set up permissions to allow REST authentication?

**Options:**

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**A-** Installed Packages

**B-** Data Management

**C-** Security Settings

**D-** Salesforce Integration

**Answer:**

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A



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