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Question 1

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) stores customer purchase data in an external system. NTO ingests this data into Marketing Cloud through a file drop automation. The automation contains an import activity which overwrites a staging data extension, as well as an SQL Query activity which brings this data into a sendable data extension.

NTO's marketing manager wants to be informed if more than 1,000 records are ever imported through this automation, and would also like to prevent the sendable data extension from being updated that day.

Which solution is appropriate in this situation?

Options:

A) Split the existing activities into two separate automations.

A) Implement a Wait Activity to wait until the data extension is populated with records.

B) Place a Verification Activity between the import and SQL Query activity.

C) Write a custom SSJS script to

D) validate the row count of the staging data extension and send a notification email.

By placing a Verification Activity between the import and SQL Query activities, you can check to see if more than 1,000 records have been imported from the external system. If the row count exceeds 1,000, the automation can be paused and a notification email can be

sent. This will allow NTO's marketing manager to be informed if more than 1,000 records are imported, and will also prevent the sendable data extension from being updated that day. 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* Verification Activity in Automation Studio:https://help.salesforce.com/articleView?id=mc_as_verification_activity.htm&type=5* Wait Activity in Automation Studio:https://help.salesforce.com/articleView?id=mc_as_wait_activity.htm&type=5

Answer:

B

Question 2

Question Type: MultipleChoice

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

Options:

- A) How often will the layout of the content in a content area change?
- B) What is the maximum file size of the images being used?
- C) What From Name will be used for these emails?
- D) Will image URLs be available publicly?
- E) How often will email content be image-only with text overlaying images?

Answer:

A, B, D

Question 3

Question Type: MultipleChoice

A retail company needs to create journeys that will target subscribers based on website behavior. They have identified 3 separate groups:

- * Customers who searched for an item on their website.
- * Customers who abandoned a cart on their website.
- * Customers who made a purchase on their website.

What should the consultant ask in order to design the data structure for this solution? Choose 3 answers

Options:

- A) Should customers exit the journey when the goal is met?
- B) How are subscribers identified in your web analytics?
- C) How many messages should be included in each journey?
- D) How long after the behavior occurs will a subscriber need to enter a journey?
- E) Should a single customer exist in multiple journeys at the same time?

Answer:

B, D, E

Question 4

Question Type: MultipleChoice

A retail company does business in both the United States and Canada

a. They also have a loyalty program in which a customer can enroll. The company will provide a pre-segmented customer file, per campaign, which has a 'Version' data field indicating the type of email the customer is to receive.

What question should be asked to determine a data/segmentation strategy?

Choose 2 answers

Options:

- A) Will customers be able to sign up for the loyalty program at the store?
- B) Is the purpose of these emails for acquisition or retention or transactional?
- C) Will multiple languages be used, with a 'From Name' lookup table needed?
- D) Will version values/meanings change, precluding reusable AMPscript?

Answer:

C, D

Question 5

Question Type: MultipleChoice

A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.

Which feature should be utilised to make this happen?

Options:

- A) Publication Lists
- B) Subscriber Keys
- C) Profile Center
- D) Send Logging

Answer:

A

Question 6

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to better understand subscriber behavior on their website upon arrival via an email message. A local member of a Marketing Cloud user group mentioned the Web Analytics Connector.

Which benefit is offered by installing the Web Analytics Connector in a Marketing Cloud account?

Choose 3 answers

Options:

- A) Use the web analytics platform to trigger behavioral remarketing emails.
- B) Track web activity from a click on an email URL back to a specific email campaign.
- C) Pass web conversion data back into Marketing Cloud for use in email reporting.
- D) Recognize web traffic as originating from email instead of another channel.
- E) Match subscribers to web activity by passing Subscriber ID through email links.

Answer:

B, D, E

Question 7

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants its monthly distributor newsletter email to appear to be sent on behalf of the subscriber's account representative without segmenting the audience by sales representative.

How should this distributor-specific sender profile be configured in the Marketing Cloud?

Choose 2 answers

Options:

- A) Pick 'Choose from list,' selecting the from name and from email values from the list of account users.
- B) Utilize data extension AMPScript lookups to dynamically populate the from name and from email values.
- C) Match the external keys of the sender profile and data extension containing account representative details.
- D) Populate substitution strings in the sender profile for the profile attributes containing from name and from email values.

Answer:

B, D

Question 8

Question Type: MultipleChoice

A customer wants to integrate their website with Marketing Cloud so that users can update their marketing communication preferences. The customer has in-house web development resources available and is interested in leveraging tools such as Journey Builder in the future.

What solution should the consultant propose, given the customer's requirements and available resources?

Options:

- A) Configure a relational data structure using Data Extensions and consult with the customer on API integration with their website.
- B) Configure a data structure using Lists and leverage a SmartCapture form that the client can iFrame into their website.
- C) Configure a relational data structure using Data Extensions and leverage a SmartCapture form that is hosted in Landing Pages.
- D) Configure a data structure using Lists and leverage the out-of-the-box Preference Center.

Answer:

A

Question 9

Question Type: MultipleChoice

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following:

- * They currently have 3 million customers.
- * They email customers twice a week with no known deliverability issues.
- * Their contract includes one Sender Authentication Package (SAP).

What response articulates proper IP warming?

Choose 2 answers

Options:

- A)** IP ramp-up takes four to six weeks to be able to fully send to all 3 million customers.
- B)** IP ramp-up can be accelerated by migrating to pre-warmed IP addresses.
- C)** IP ramp-up is important to establish a positive sender reputation.
- D)** IP ramp-up can be bypassed, given their historical lack of deliverability issues.

Answer:

A, C

Question 10

Question Type: MultipleChoice

A consultant is configuring Marketing Cloud Connect in Marketing Cloud. The customer requires that integrated users only have access to Sales Cloud data visible to them in their Salesforce account.

How would the consultant ensure that this requirement is met?

Options:

- A) Check the Scope by User box in Marketing Cloud.
- B) Create a User in Sales Cloud with a System Administrator Profile.
- C) Ensure that the User has the correct profile in Marketing Cloud.
- D) Ensure that the User is assigned as System Administrator in Sales Cloud.

Answer:

A

Question 11

Question Type: MultipleChoice

A customer wants to send an email from Sales Cloud on behalf of the record owner.

How should the consultant meet this requirement?

Choose 2 answers

Options:

- A) Use the Organization-Wide Email address.
- B) Use a custom Delivery Profile.
- C) Use a custom Send Classification.
- D) Use the Send From Record Owner option

Answer:

C, D

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