Free Questions for CRT-550 by dumpssheet

Shared by Coffey on 06-06-2022

For More Free Questions and Preparation Resources

Check the Links on Last Page

Question 1

ABC Company wants to automate the sending of shipping notices and a customer survey.

* Shipping notices will be sent once a day.

* The shipping file will be placed on the FTP some time after 4:00 p.m.

* The shipping data will be sorted in the Shipping Notice data extension.

* A field in the data extension will contain the shipping date.

* The survey needs to be sent at 9:00 a.m., exactly 10 days after the customer's order ships.

Which workflow would most effectively enable ABC Company to do this?

Options:

A- Automation 1: Triggered Import File -> Filter -> Send Email -> Wait-> Filter -> Send Email

B- Automation 1: Scheduled to run daily at 7:00 PM Import File -> Filter -> Send Email -> Wait -> Filter-> Send Email

C- Automation 1: Scheduled to run daily at 7:00 PM Automation 2: Scheduled to run daily at 9:00 AM Import File -> Filter -> Send Email -> Filter -> Send Email

D- Automation 1: Triggered Automation 2: Scheduled to run daily at 9:00 AM Import File -> Filter -> Send Email -> Filter -> Send Email

Answer:

A

Explanation:

If a question is related to automation and it mentions that a file will be available in the FTP always at a specific time, your answer will be an option with a scheduled automation. Scheduled automations are used when you know the time a file is pushed into FTP and it always runs at a scheduled time. If a question is related to automation and there is an uncertainty when the file will be pushed to FTP (ex; a day before last working day / if a date falls on a weekend, it will be available on last Friday etc.), your answer will be an option with a Triggered Automation.

Triggered Automations are fired as soon as a file hits a specific location within FTP. Transfer activity is involved when file is encrypted.

Question 2

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to implement an abandon cart journey. The data for the journey exists in three separate data extensions (DE).

* The first DE is populated by web analytics data, and does not contain a Subscriber Key or Email Address value.

* A Customer Reference DE is updated daily and holds subscriber information.

* The third DE is populated by a file sent to the SFTP after five days If the customer has not purchased the abandoned items.

* The third DE will be used in the journey for a decision split, and it does not contain a Subscriber Key or Email Address.

* If the web analytics file is empty, NTO does not want the automation to finish running.

Which order of activities should be used to fulfill this requirement?

Options:

A- Scheduled Automation > Import File Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two

B- File Drop Automation > Import File Activity > Verification Activity > Query Activity for file one >
Query Activity for file two > Data Extension Entry

C- File Drop Automation > Verification Activity > Query Activity for file one > Data Extension Entry > Query Activity for file two

D- Scheduled Automation > Import File Activity > Verification Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two

Answer:

B

Question 3

Northern Trail Outfitters has acquired a new company and is importing customer data to Marketing Cloud. They want to ensure commercial emails are not sent to email addresses who have previously opted-out.

Which feature should they use?

Options:

A- Exclusion Script

B- Auto-suppression List

C- Suppression List

D- Exclusion List

Answer:

B

Question 4

A customer wants to create a mobile app that requires users to log in or register before accessing their dat

a. Their source of truth is Sales Cloud which is connected to Marketing Cloud. Users who log in with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a ContactKey for up to 24 hours.

What consideration should a consultant provide to the customer?

Options:

A- All mobile app users will create additional Contacts in Marketing Cloud.

B- User device data is unavailable in Contact Builder for up to 24 hours.

C- Existing users will create additional Contacts in Marketing Cloud.

D- Newly registered users will create additional Contacts in Marketing Cloud.

Answer:

D

Question 5

Northern Trail Outfitters (NTO) wants to use Case data from Service Cloud as part of their current email messaging campaign. They want to import cases that indicate the customer wants someone to contact them after the case is closed. NTO tracks cases with a checkbox field called "Contact Me".

Options:

A- Create data extensions in Marketing Cloud and import the data from Service Cloud using Journey Builder.

B- Use Salesforce Data Extensions and Filter Activities in Automation Studio to import and filter the data.

C- Use Synchronized Data Extensions on the Case Object with a Boolean filter on the Contact Me field.

D- Create Reports in Salesforce filtered by Contact Me equal to True and import using the Import word.

Answer:

C

Question 6

A customer manages their field technicians in Salesforce CRM connected to Marketing Cloud. Once an appointment with a contact is scheduled for the technician through CRM, the notification message should be sent to the contact informing them about the scheduled visit date. When the notification is sent the "Confirmation sent" checkbox on the appointment record should be updated in CRM.

All appointments scheduled on a given day will have their status updated in CRM at the end of business hours. The Appointment object does not have a direct relationship with the contact.

What solution would a consultant recommend to address this use case?

Options:

A- Configure journey with Data Extension entry source; use Automation Studio activities to refresh the audience and Journey Builder activities to send notification and update CRM record(s)

B- Configure journey with API Event entry source, Process Builder to trigger event; use Journey Builder activities to send notification and update CRM record(s)

C- Configure Salesforce Send with Salesforce data extension, using Automation Studio activities to refresh the audience; send notification and SSJS activity to update CRM record(s)

D- Configure journey with Salesforce Data entry source; use Journey Builder activities to send notification and update CRM record(s)

Answer:

B

Question 7

Which three statements are correct regarding the automation tools in Marketing Cloud?

Choose 3 answers

Options:

A- Automation Studio and Journey Builder allow users to repeat an interaction indefinitely.

B- Journey Builder allows users to inject Contacts from a data extension which is updated by Automation Studio.

C- Journey Builder allows users to update a contact record in a journey or import data into a data extension.

D- Automation Studio and Journey Builder allow users to define a wait activity based on duration.

E- Automation Studio and Journey Builder allow users to define the parameters of a send within the tool.

Answer:

A, B, E

Question 8

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:

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:

B