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**Shared by Ryan on 15-04-2024**

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# Question 1

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## Question Type: MultipleChoice

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Northern Trail Outfitters has created child business units (BU) for their different regional offices. They want to limit subscriber records by BU, so users who are assigned to a BU can only view and send to Subscriber records in their region. A Profile Attribute named 'Region' associates a subscriber to a geographical region.

How could they ensure subscribers with a matching 'Region' Profile Attribute value are available in each BU?

### Options:

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- A-** Create a list in each BU and add subscribers with a matching Region to the list.
- B-** Create a measure for each corresponding 'Region' Profile Attribute and include the measure in a Filtered Data Extension for each BU.
- C-** Open the the Profile Attribute Properties for the Region' Profile Attribute and select the 'Filter Subscribers by Attribute' option.
- D-** Select 'Define Subscriber Filter' for each BU on the BU Setup page and configure a condition to match the corresponding Profile Attribute.

### Answer:

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D

## Question 2

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**Question Type:** MultipleChoice

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Every day at 3 a.m., Northern Trail Outfitter' (NTO) data lake instance starts generating a file that contains all records that should be sent one email or another for the next day's marketing campaigns. The size of the file varies depending on the previous day's tracking activity. As soon as the file is generated, NTO wants to import the data, segment the data, and then execute the daily sends.

What end-to-end process should deliver this efficiently?

### Options:

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- A- Scheduled Automation > File Transfer > Import > Series of Query Activities
- B- Triggered Automation > Import Activity > Series of Query Activities > Series of Sends
- C- Scheduled Automation > Import Activity > Series of Query Activities > Series of Sends
- D- Triggered Automation > Import > Data Extension Extract > Marketing Journey

### Answer:

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C

### Explanation:

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This end-to-end process will efficiently deliver the desired result of importing the data from the data lake instance, segmenting it, and then executing the daily sends. The scheduling of the Automation will allow the process to run each day at 3 a.m., and the Import Activity will import the generated file. The data can then be segmented using a series of Query Activities and the emails can be sent using a series of Sends. Reference:[https://help.salesforce.com/articleView?id=mc\\_es\\_automation\\_studio\\_overview.htm&type=5](https://help.salesforce.com/articleView?id=mc_es_automation_studio_overview.htm&type=5)

## Question 3

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**Question Type:** MultipleChoice

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Northern Trail Outfitters recently purchased Marketing Cloud to start running cross-channel campaigns. They are looking for guidance on which value to use as the subscriber key.

Which two options should the consultant recommend? (Choose 2 answers)

### Options:

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A- Email

B- CRM ID

C- Mobile Device ID

**D-** Loyalty Program Number

**Answer:**

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A, B

**Explanation:**

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The consultant should recommend using either an email address or a CRM ID as the subscriber key for the cross-channel campaigns. Email addresses are a more reliable option, as they are unique and can be used to accurately identify a subscriber. CRM IDs are also a viable option, as they can be used to identify subscribers based on the data stored in the CRM.

Reference:[https://help.salesforce.com/articleView?id=mc\\_es\\_subscriber\\_key.htm&type=5](https://help.salesforce.com/articleView?id=mc_es_subscriber_key.htm&type=5)

## Question 4

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**Question Type:** MultipleChoice

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Northern Trail Outfitters (NTO) is launching a new subsidiary brand, Cloud Kicks, within the next six months. Cloud Kicks anticipates sending approximately 50,000 emails per month from a child business unit. NTO will execute a large campaign announcing and associating itself with Cloud Kicks as part of the brand kickoff and is comfortable sharing digital properties with them. Cloud Kicks wants to utilize a custom sending domain, but deliverability is a primary concern.

What approach should be recommended?

**Options:**

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- A-** A new Sender Authentication Package should be used for NTO.
- B-** A Private Domain should be applied to the parent business unit.
- C-** A Private Domain should be applied to the child business unit.
- D-** A Sender Authentication Package should be used for CloudKicks.

**Answer:**

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C

## Question 5

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**Question Type: MultipleChoice**

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Northern Trails Outfitters has a contact count of nearly 10 million records. They have noticed slower processing times when sending using Journey Builder.

Which two actions could they take to optimize Journey performance? (Choose 2 answers)

### Options:

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- A-** Perform large-scale segmentation in Automation Studio before admitting contacts into Journey Builder.
- B-** Use Data Extension Entry Sources with Filters applied to perform segmentation activities for Journey Builder.
- C-** Include data for decision splits in Attribute Groups in Contact Builder, use contact data rather than journey data.
- D-** Create a prefiltered, sendable copy of data extensions for each journey instead of using the same entry source.

### Answer:

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A, D

### Explanation:

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Performing large-scale segmentation in Automation Studio before admitting contacts into Journey Builder can help reduce the amount of contacts admitted into the journey, thereby increasing the performance of the journey.

Creating prefiltered, sendable copies of data extensions for each journey instead of using the same entry source can also help optimize journey performance as it reduces the number of contacts that have to be processed for each journey. This can help with performance as the data extension is already filtered and therefore the journey has to do less work in terms of filtering the participants. For more information, see the Salesforce Certified Marketing Cloud Consultant Exam Study Guide[1] or the Salesforce documentation on Journey Performance[2].

[1]<https://trailhead.salesforce.com/content/learn/certifications/marketing-cloud-consultant/marketing-cloud-consultant-exam-study-guide>[2][https://help.salesforce.com/articleView?id=mc\\_jb\\_improve\\_journey\\_performance.htm&type=5](https://help.salesforce.com/articleView?id=mc_jb_improve_journey_performance.htm&type=5)

## Question 6

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**Question Type:** MultipleChoice

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Northern Trail Outfitters has a customer login page on their website and wants to use Marketing Cloud to send an email to customers who need to reset their password. The email needs to be sent as quickly as possible. Their web server should receive a notification when the email is sent.

Which solution should they use?

### Options:

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- A- Triggered Send Definition
- B- Transactional Messaging API
- C- Multi-Step journey with an API Event entry source
- D- Single Send journey with an API Event entry source



**Answer:**

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B

## Question 7

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**Question Type:** MultipleChoice

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Northern Tril Outfitters wants to connect relational data into their Journey without overloading the entry data.

How should they connect the data?

**Options:**

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**A-** Entry Source Data Extension

**B-** Data Relationships

**C-** Data Designer

**D-** Contact Configuration

**Answer:**

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C

## Question 8

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**Question Type:** MultipleChoice

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For security reasons, Northern Trail Outfitters indicates they cannot store PII directly within their Marketing Cloud account. They are considering implementing Tokenized Sending to pull PII from their data warehouse at send time. They indicate they send several large, time-sensitive emails per year.

Which two considerations should be made about Tokenized Sending? (Choose 2 answers)

### Options:

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- A-** Journey Builder Decision Splits provide a method to access data of Tokenized data natively.
- B-** Personalization Strings still allow PII to be displayed within an email.
- C-** Service Level Agreements for email sends are unsupported with the inclusion of outside servers.
- D-** Tokenized Sending should be combined with field-level data encryption for additional security.

### Answer:

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B, C

## Question 9

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### Question Type: MultipleChoice

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Northern Trail Outfitters (NTO) send emails from Content Builder and Journey Builder. When subscribers reply to an email, NTO would like to send an auto-reply message using a pre-defined HTML email that explains email replies are unmonitored and they should call NTO for any inquiries.

How could these auto-reply messages be enabled?

### Options:

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- A-** From the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section and select the HTML email from the 'define email' link.
- B-** Create a Triggered Send and on the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section, then select the Triggered Send email.
- C-** Create a Triggered Send and from a Sender Profile properties page, enable 'Custom Reply Mail Management Settings', 'Use Auto Reply' and 'Reply using triggered send' options, then select the Triggered Send email.
- D-** Open Admin > Account Setting page in Email Studio and in the 'Auto Reply Email' section, select 'Custom' and paste the HTML email code into the text area field.

### Answer:

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A

## Question 10

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**Question Type:** MultipleChoice

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Northern Trail Outfitters' marketing team is made up of a marketing manager, a marketing specialist, and a graphic designer. The team is new to Marketing Cloud and has very little coding experience. Currently, they use Excel and VLOOKUP to segment their email audiences and import them into Marketing Cloud.

What solution should be recommended to allow for long-term self-sufficiency in segmentation?

### Options:

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- A- Data Filters
- B- Attribute Groups
- C- Publication Lists
- D- Query Activities

### Answer:

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A

# Question 11

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**Question Type:** MultipleChoice

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Northern Trail Outfitters wants to provide near real-time data in a 30-day welcome journey.

Which data setup should they use for decision splits?

## Options:

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- A- Journey Data queried from main data extension
- B- Contact Data Mapped through Salesforce Marketing Cloud Profile Attributes
- C- Journey Data using CRM Report Import Activity to Salesforce Data Extension
- D- Contact Data using Synchronized Data Sources

## Answer:

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D

## Question 12

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**Question Type:** MultipleChoice

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Northern Trail Outfitters upgraded their Marketing Cloud account which now includes a Sender Authentication Package (SAP), They send regularly 300,000

What should they be aware of with respect to sender reputation?

### Options:

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- A-** They should have one dedicated IP address for every 100,000 messages send per month.
- B-** They should have a shared IP since their volume is under 500,000 messages per month.
- C-** They should have one SAP for transactional sends and another for commercial sends.
- D-** They should send at least 250,000 messages per month to maintain their sender reputation.

### Answer:

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D

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