Vendor: Salesforce

Exam Code: CRT-550

Exam Name: Prepare for your Marketing Cloud Consultant

Version: DEMO

QUESTION 1
Northern Trail Outfitters received a complaint today from a customer who received an email after unsubscribing last week. Today's email was sent using Marketing Cloud Connect (MCC), though last week was sent when an external system dropped a file on the Marketing Cloud SFTP and triggered a User-Initiated Send through an automation. What could be the reason the customer received the email through MCC?

A. The previous send's user needed to have edit permissions in Salesforce.
B. Email Opt Out is only updated if the send originates in Salesforce.
C. The previous send used Email Address as a Subscriber Key.
D. The Email Opt Out field needs to be added to the Contact Page Layout.

Answer: C

QUESTION 2
A customer wants to create a loyalty program by Identifying all subscribers who clicked on a link within any email sent within the last six months. What should be recommended?

A. Create and execute a SQL Query against the _Click data view.
B. Create and execute a Tracking Extract.
C. Create and execute a Subscriber Engagement report.
D. Create and execute a Data Filter on the_Click data view.

Answer: A

QUESTION 3
A customer wants to create a mobile app that requires users to log in or register before accessing their data. 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?

A. User device data is unavailable in Contact Builder for up to 48 hours.
B. All mobile app users will create additional Contacts in Marketing Cloud.
C. Existing users will create additional Contacts in Marketing Cloud.
D. Newly registered users will create additional Contacts in Marketing Cloud.

Answer: D

QUESTION 4
Northern Trail Outfitters wants to send an email to one million contacts in Sales Cloud. The criteria to segment contacts include using 10+ fields to segment. Which process should the consultant utilize for a reliable send method?

A. Query Synchronized Data Extensions using a query activity to a Salesforce Data Extension, then send via Email Studio Send Flow
B. Import Salesforce Report through an import activity to a Salesforce Data Extension, then send to data extension using Email Studio email send
C. Assign the one million contacts from the report to a Salesforce campaign, and use a Single Step journey with Salesforce Campaign as an entry event

D. Send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow

Answer: A

QUESTION 5
Northern Trail Outfitters has a file that drops intermittently to their SFTP account. Once this file drops, they want to be able to have it immediately imported and then segmented to enter a specific journey depending on the data inside the file. Which two options would meet these requirements? Choose 2 answers

A. Scheduled Automation
B. File Drop Automation
C. SQL Query
D. Decision Split

Answer: BC

QUESTION 6
A customer wants to use Sales Cloud as a system of record for email messages sent from Marketing Cloud; however, the customer only sends from custom objects and cannot use the Contact ID or Lead ID as the Contact Key in Marketing Cloud. What is the implication of this data model when using Marketing Cloud Connect?

A. Email Sends will fail if the Contact ID or Lead ID is not included.
B. Tracking Data will not be returned to the Sales Cloud email recipient.
C. The customer will be able to use Reports and Campaigns as audiences.
D. The customer will be unable to use synchronized data extensions.

Answer: A

QUESTION 7
Northern Trail Outfitters wants to include a 'view online' link in an email template to enable users to view a web page version of the email. Which personalization string should they include as the href attribute in the link?

A. %%view_as_webpage%%
B. %%view_email_url%%
C. %%vawp%%
D. %%view_online%%

Answer: B
Explanation:
This personalization string is used to direct a subscriber to a web version of the email, allowing them to view the email online even if their email client does not support HTML.

QUESTION 8
Northern Trail Outfitters (NTO) wants to send out a communication to subscribers who have not made a purchase the last six months. Customer are often opted-in to more than one messaging channel. NTO would like to be able to communicate the same message across all channels. Which flow would meet their needs?

A. Query Activity > API Event > Automation Studio Activities
B. Import Activity > Decision > Journey Activities
C. Query Activity > Data Extension Entry Source > Journey Activates
D. Salesforce Entry Event > Query Activity > Automation Studio Activities

Answer: C

QUESTION 9
Northern Trail Outfitters wants to monitor available coupon codes and sends a notification to their email specialist instructing them to request more codes for importing if the available coupon count falls below 500 available codes. Which two activities would be automation? Choose 2 answers

A. Import Activity
B. Verification Activity
C. Data Extract Activity
D. Filter Activity

Answer: BD

QUESTION 10
Northern Trail Outfitters wants to send an email to website visitors who add items to their cart but fail to make a purchase. The email will include a list of products they added to their shopping cart.

```
- A sendable data extension contains the contact information and a
session ID field for each subscriber who has abandoned their cart.
- A second data extension contains a corresponding session ID field and
product data for each abandoned cart item, including product SKU,
product name, quantity, price, and image URL.
```

Which feature should be used to display the list of products for each subscriber in this email?

A. Lookup AMPscript function
B. LookupRows AMPscript function
C. Dynamic Content Block
D. Enhanced Dynamic Content Block

Answer: B

QUESTION 11
Northern Trail Outfitters has determined they will initially deploy messaging to email and SMS channels, but also plan for social advertising. Customer data originates within their point-of-sale system which communicates to Marketing Cloud in real-time via API. They want to configure their customer data for long-term cleanliness and maintainability. Which two best practices should be utilized? (Choose 2 answers)

A. Configure Contact Builder to automatically generate a unique subscriber key.
B. Define the subscriber key as a unique value that does not relate to a specific channel.
C. Regularly merge duplicate contacts to keep tracking data accurately.
D. When using an external database of record, utilize that system's identifier as the contact key.

Answer: BD

QUESTION 12
A customer wants to reports on 'Not Sent' contacts in Journey Builder. Which method should be used?

A. Use the standard report 'Subscribers Not Sent to'.
B. Use an automation with Tracking Extract.
C. Create an Analytics Builder Discover report.
D. Query the _sent Data View for the contact's send status.

Answer: B

QUESTION 13
A customer is connecting Sales Cloud with Marketing Cloud. The connection was successful, however, the team is unable to view or sync Sales Cloud objects in Contact Builder. How should a consultant begin troubleshooting the connection?

A. Create and send an email in Email Studio to test the connection and validate tracking.
B. Validate Marketing Cloud and Sales Cloud users have access to the business unit.
C. Create new Marketing Cloud and Sales Cloud users and perform a new installation.
D. Validate Marketing Cloud and Sales Cloud permissions for the connecting users.

Answer: D

QUESTION 14
Northern Trail Outfitters (NTO) maintains a blog for key outdoor enthusiast influencers to use in sharing their experiences with NTO equipment and the outdoors. NTO also sends out a weekly email newsletter, and they want to include links to the latest blog entries as part of the newsletter. Which two solutions could pull in the RSS feed at the time of send? Choose 2 answers

A. Dynamic Content
B. AMPscript
C. Personalization Strings
D. External Content

Answer: CD

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