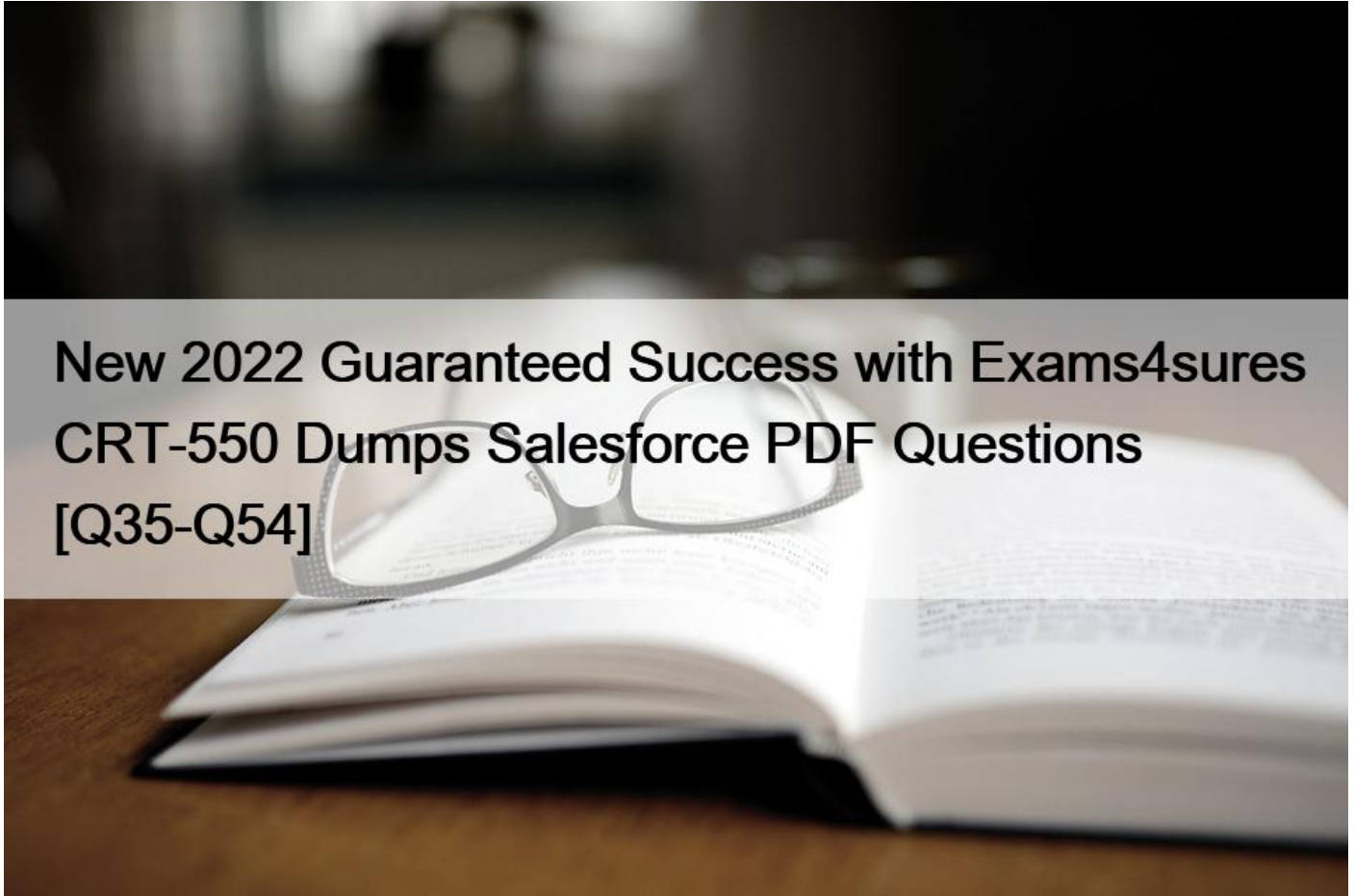


New 2022 Guaranteed Success with Exams4sures CRT-550 Dumps Salesforce PDF Questions [Q35-Q54]



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Exceptional Practice To Salesforce Certified Marketing Cloud Consultant Exam Pass the First Time

NEW QUESTION 35

Why would a contact fail to enter a Journey Builder interaction?

Choose 3 answers

- * The interaction allows re-entry only after exiting, and the contact already exists.
- * The contact falls below the High Water Mark.
- * The interaction has an A/B/n split, and the contact does not meet the criteria.
- * The entry event was not fired via Automation Studio.
- * The contact did not meet the entry criteria.

NEW QUESTION 36

How do I set up an individual who manages Marketing Cloud operations across channels, mobile, and social?

Choose two.

- * Marketing Channel Manager Role
- * Regional or Local Administrator Role
- * Marketing Cloud Administrator Role
- * Email marketing manager role

NEW QUESTION 37

A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. The corporate office the advertising copy and subscriber list. The owners of franchised stores add a customized local message to the marketing campaign.

What hierarchy should be recommended?

- * One parent business unit and a child business unit for franchise owners.
- * One parent business unit and a child business unit for each franchise owners
- * One business unit.
- * A parent business unit for each franchise owner

NEW QUESTION 38

Northern Trail Outfitters assigns a 15-digit integer as their Order ID which will be used as the primary key of a data extension. The import file contains leading zeros, but they will NOT be included in the final values.

Which data type should they use for the Order ID field?

- * Number
- * Text (15)
- * Decimal (15,0)
- * Decimal (15,2)

The order ID field is conducive because it places all of the items that the customers want under one order. You can imagine how problematic it would be if the rules would be set in different areas. It will be harder for the company to track the orders of each customer.

This may lead to people receiving items that they did not order or not getting any of the things that they have ordered at all. The order ID field will make everything more organized and correct. The fewer mistakes that the company makes in processing orders, the happier the customers will be with their shopping experience.

NEW QUESTION 39

Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension and purchase data is stored in a second data extension.

Which two steps should they include to accomplish this journey?

- * Use Data Designer in Contact Builder to relate the two data extensions.
- * Utilize Entry Data on a Decision Split within Journey Builder.
- * Create a Data Relationship in Email Studio to relate the two data extensions.
- * Configure activities within Automation Studio to update the purchase data.

NEW QUESTION 40

A customer with limited technical resources has assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female.

Which method should a consultant recommend to ensure content is displayed properly within the email?

- * AMPscript LookupRows function
- * A/B Test Content type
- * AMPscript conditional against the Gender field
- * Dynamic Content Block

NEW QUESTION 41

A customer wants to reports on 'Not Sent' contacts in Journey Builder.

Which method should be used?

- * Use the standard report 'Subscribers Not Sent'.
- * Use an automation with Tracking Extract.
- * Create an Analytics Builder Discover report.
- * Query the _sent Data View for the contact's send status.

NEW QUESTION 42

A consulting has a data extension that contains all current product information. The customer wants to refresh data each morning by importing a CSV containing today's product catalog. The product catalog is never the same; products can be added and removed.

Which import type should be used?

- * Overwrite
- * Add Only
- * Add/Update
- * Update Only

NEW QUESTION 43

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?

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

NEW QUESTION 44

What are data extension data retention policies?

- * Settings to 'soft delete' all data in a Data Extension so there is no data loss.
- * Settings to control when a data extension creates a back-up of the data it contains.
- * Settings to define when a data extension or the data within the data extension is deleted.
- * Settings to prevent users from deleting a Data Extension created by another user.

NEW QUESTION 45

Northern Trail Outfitters maintains their primary customer identity in their ERP system but manages their customer service via Service Cloud. Customer data is updated in real-time based on changes in the ERP, and the ERP customer ID serves as the Customer Key. They want to leverage Synchronized Data Extensions to import data about cases from Service Cloud every 15 minutes.

What consideration should be made before implementing this solution?

- * Moving to use the email address as the contact key would simplify the integration since it is common to both systems.
- * Marketing Cloud will deduplicate customers based on their email address, meaning some customers may be overwritten or not receive email.
- * The number of contacts added to the instance will be approximately twice as large by using this integration pattern.
- * They will have to migrate to use Service Cloud IDs, such as the Contact ID, as the contact key instead of ERP IDs.

NEW QUESTION 46

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?

- * Triggered Send Definition
- * Transactional Messaging API
- * Multi-Step journey with an API Event entry source
- * Single Send journey with an API Event entry source

NEW QUESTION 47

A retail company's database of record resides at a third-party company which also keeps track of purchase history. Their database only updates once a day where new records can be created and merged. The database uses the unique identifier Customer ID;

The company wants to send real-time Welcome emails to newly registered website users who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to Customer ID; in the database.

Which three key issues should be addressed?

Choose 3 answers

- * What publication lists will be used?
- * Will the company need a custom preference center?
- * How will Marketing Cloud and the database synchronize?
- * Will new users have a Customer ID;?
- * What will be used as Subscriber Key?

NEW QUESTION 48

NTO wants not only to send to their best customers, but also those most likely to buy.

What data will be helpful to send out an email which increases purchase frequency? Choose All that apply

- * last purchase date

- * proximity to store
- * lifetime purchase value
- * conversion rate

NEW QUESTION 49

Northern Trail Outfitters wants to control what content is available to certain users and business units. They also want to control what is allowed to be edited and ensure those edited are reviewed prior to being changed.

What should be implemented to achieve these goals?

- * Build out an internal business governance and process to support this.
- * Set up Approval Workflow and Share setting inside Marketing Cloud.
- * Integrate an outside CMS with all these permissions built in.
- * Edit the Content Permissions and Restrictions by Role setting for each user.

NEW QUESTION 50

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?

- * %%view_as_webpage%%
- * %%view_email_url%%
- * %%vawp%%
- * %%view_online%%

NEW QUESTION 51

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

Choose 3 answers

- * Automation Studio and Journey Builder allow users to repeat an interaction indefinitely.
- * Journey Builder allows users to inject Contacts from a data extension which is updated by Automation Studio.
- * Journey Builder allows users to update a contact record in a journey or import data into a data extension.
- * Automation Studio and Journey Builder allow users to define a wait activity based on duration.
- * Automation Studio and Journey Builder allow users to define the parameters of a send within the tool.

NEW QUESTION 52

Northern Trail Outfitters is noticing a gradual decline in the percentage of conversions per emails sent in their digital marketing campaign. A new initiative is being adopted to reverse the trend What action should be taken to increase subscriber engagement?

Choose 2 answers

- * Increase volume of emails to a wider audience.
- * Increase the use of dynamic content in emails.
- * Adopt a Cart Abandonment Email Campaign.
- * Introduce more identity verification steps in check out process.

NEW QUESTION 53

A customer would like to store financial data related to invoicing in its data extensions.

Which field type should be used?

- * Currency
- * Decimal
- * Number
- * Float

NEW QUESTION 54

A customer wants to segment point of sale system data stored in Marketing Cloud with data from the Contact and Campaign objects in Salesforce.

Which two tools should be used? Choose 2 answers

- * Synchronized Data Extensions
- * Salesforce Reports
- * Filter Activity
- * SQL Query Activity

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