

Salesforce CRT-550 Study Guide PDF

GRAB THE SALESFORCE MARKETING CLOUD CONSULTANT CERTIFICATION
PDF QUESTIONS & ANSWERS

Exam Summary – Syllabus – Questions

CRT-550

Salesforce Certified Marketing Cloud Consultant

60 Questions Exam – 67% Cut Score – Duration of 105 minutes

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Get an Overview of the CRT-550 Certification:

Who should take the [CRT-550 exam](#)? This is the first question that comes to a candidate's mind when preparing for the Marketing Cloud Consultant certification. The CRT-550 certification is suitable for candidates who are keen to earn knowledge on the Salesforce Consultant and grab their Salesforce Certified Marketing Cloud Consultant. When it is about starting the preparation, most candidates get confused regarding the study materials and study approach. But CRT-550 study guide PDF is here to solve the problem. CRT-550 PDF combines some effective sample questions and offers valuable tips to pass the exam with ease.

Why Should You Earn the Salesforce CRT-550 Certification?

There are several reasons why one should grab the CRT-550 certification.

- The Marketing Cloud Consultant certification proves to be one of the most recognized certifications.
- The certification badge proves the knowledge of the candidate regarding subject matters and makes his resume presentable to potential candidates.
- Thus earning the [Salesforce Certified Marketing Cloud Consultant](#) is a powerful qualification for a prosperous career.

What Is the Salesforce CRT-550 Marketing Cloud Consultant Certification Exam Structure?

Exam Name	Salesforce Marketing Cloud Consultant
Exam Code	CRT-550
Exam Price	Registration fee: USD 200 Retake fee: USD 100
Duration	105 minutes
Number of Questions	60
Passing Score	67%
Recommended Training / Books	Link Your Salesforce Data using Marketing Cloud Connect (MCC201) Prepare for your Marketing Cloud Consultant Exam (CRT-550)
Schedule Exam	Kryterion Webassessor
Sample Questions	Salesforce CRT-550 Sample Questions
Recommended Practice	Salesforce Certified Marketing Cloud Consultant Practice Test

Enhance Knowledge with CRT-550 Sample Questions:

Question: 1

What are two possible outcomes when "Multipart MIME" is selected during the send process?

(Choose two.)

- a) A custom text version will be sent with your HTML email.
- b) Open and click activity are tracked in either version.
- c) The email will avoid detecting by various SPAM filters.
- d) An auto-generated text version will be sent with your HTML email.

Answer: b, d

Question: 2

Which three statements about Send Log Data is correct?

(Choose three.)

- a) Can be stored for periods of time.
- b) Uses Measures, filters and programs.
- c) Added to a standard view.
- d) Accessed using query.
- e) Can be viewed in standard report.

Answer: a, b, d

Question: 3

Northern Trail Outfitters (NTO) is migrating from a series of local legacy email automation tools to a single global Marketing Cloud instance to leverage its multi-channels abilities as well as native Salesforce Connector to their global Sales Cloud instance.

Which three factors Should be considered before finalizing the number of business unit they need to purchase?

(Choose three.)

- a) If data/content needs to be segregated between brands/geographies
- b) Number of Sales Cloud sandboxes
- c) Number of Marketing Cloud users.
- d) If testing/development business unit(\$) is required
- e) Number of brands/geographies which NTO operates

Answer: b, d, e

Question: 4

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

(Choose three.)

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

Answer: b, c, d

Question: 5

A customer needs to link demographic information to its contact model in Contact Builder. What type of relationship should be used?

- a) One-to-Many Relationship
- b) Many-to-One Relationship
- c) Many-to-Many Relationship
- d) One-to-One Relationship

Answer: a

Question: 6

Which data object should be used in conjunction with data extensions to create an opt-down strategy for customers?

- a) Profile attributes
- b) Preference Lists
- c) Publication Lists
- d) Preference attributes

Answer: c

Question: 7

When joining a data extension in Contact Builder, in which scenario should a consultant mark the Use as Root checkbox?

- a) Supplemental data for an interaction in Journey Builder.
- b) One-to-Many Relationship to the Contact Record.
- c) Data for both Email and MobileConnect sends.
- d) Database of record other than All Subscribers.

Answer: d

Question: 8

When more than one subscriber email address field is created within Contact Builder, what action tells the platform which email address to prioritize in the Email application?

- a) Add all email address fields into the Contact Configuration screen in the correct order.
- b) Create a new Attribute Group referencing all email address fields in Data Designer.
- c) Create a new Import to populate subscriber email addresses into All Subscribers.
- d) Add all email address fields into the Mobile Application and Predictive Intelligence Applications.

Answer: c

Question: 9

Northern Trail Outfitters receives a nightly encrypted unsub file to their Marketing Cloud SFTP from a third-party email platform. These files are used to unsubscribe existing subscribers. They do not use Email Address as Subscriber Key.

What Automation Studio Activity sequence should be used to ensure the appropriate subscribers are unsubscribed from the All Subscriber List?

- a) Import File > Data Extract > File Transfer > Import File
- b) File Transfer > Import File > Query > Data Extract > File Transfer > Import File
- c) Import File > Query > Data Extract > File Transfer > Import File
- d) File Transfer > Import File > Data Extract > File Transfer > Import File

Answer: b

Question: 10

What action should be taken to increase subscriber engagement?

(Choose two.)

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

Answer: a, b

What Study Guide Works Best in Acing the Salesforce CRT-550 Marketing Cloud Consultant Certification?

The CRT-550 study guide is a combination of some proven study tips and the combination of all valuable study materials like sample questions, syllabus and practice tests in one place.

Explore the Syllabus Topics and Learn from the Core:

If you are determined to earn success in the Marketing Cloud Consultant exam, getting in full touch of the [syllabus](#) is mandatory. During preparation, you might not like all syllabus sections or topics, but try to get at least the fundamental knowledge from the sections you don't like. The more you possess knowledge on all syllabus sections, the more is the chance to attempt maximum number of questions during the actual exam.

Make Your Schedule:

Studying and completing the syllabus becomes easier, if you work on the syllabus topics after making a schedule. Your syllabus must mention what areas you want to cover and within what time. Once you make a schedule and follow it regularly, syllabus completion becomes easier and preparation becomes smoother.

Get Expert Advice from the Training:

Do not forget to join the Salesforce CRT-550 training if it is providing any. Training enhances the practical knowledge of a candidate, which helps them to work well in the practical field during projects.

Get Access to the PDF Sample Questions:

If your study material is in a [PDF format](#) or the materials are mobile-friendly, what could be better than that? Get access to the free sample questions and keep enhancing your knowledge beyond the syllabus.

Avoid Dumps and Utilize the Salesforce CRT-550 Practice Test:

Why should you rely on practice tests? The reason is simple: you must get familiar with the exam pattern before reaching the exam hall. An aspirant aware of the exam structure and time management during the exam preparation can perform well in the actual exam and attempt the maximum number of questions during the exam.

Many aspirants prefer to read from dumps, but they miss out on the self assessment method. Therefore, CRT-550 practice tests always stand out to be the better choice than dumps PDF.

Avail the Proven CRT-550 Practice Test for Success!!!

Do you want to pass the CRT-550 exam on your first attempt? Stop worrying; we, VMExam.com are here to provide you the best experience during your Salesforce Marketing Cloud Consultant preparation. Try out our free mock tests to get a glimpse of our quality study materials, and build your confidence with the premium [CRT-550 practice tests](#). Our expert-designed questions help you to improve performance and pass the exam on your first attempt.