



Free Questions for CRT-550 by vceexamstest

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Question 1

Question Type: MultipleChoice

A customer is using Marketing Cloud Connect but not sending tracking back to Sales Cloud. They want to create a Task on Contact and Lead records for follow up when someone has not opened five emails in a row.

Which activities could be used to fulfill this requirement?

Options:

- A- Salesforce Data Entry, SQL Query Activity, Task Activity
- B- Scheduled Automation, SQL Query Activity; Data Extension Entry, Task Activity
- C- API Event Entry, SQL Query Activity, Task Activity
- D- Scheduled Automation, Filter Activity; Data Extension Entry, Contact Activity

Answer:

B

Question 2

Question Type: MultipleChoice

Northern Trail Outfitters wants to automate a weekly SMS message to be sent to anyone who has a birthday that week. They have created the Outbound Message in MobileConnect and have a Filtered List created for every contact who provided birth date information.

Which activities would Marketing Cloud use to automate this campaign?

Options:

- A- Refresh Mobile Filtered List and Outbound Send
- B- Import Mobile Contacts and Outbound Send
- C- Refresh Mobile Filtered List and Send SMS
- D- Import Mobile Contacts and Send SMS

Answer:

C

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters wants to create a query to populate a data extension with email subscribers who belong to a specific publication list.

Which Data View could they use to achieve this?

Options:

A- _ListSubscribers

B- _Subscribers

C- _PublicationSubscriber

D- _EnterpriseAttribute

Answer:

A

Question 4

Question Type: MultipleChoice

A consultant configured a triggered send definition in Sales Cloud for a customer using Marketing Cloud Connect, The trigger is on a Custom Object called 'Shipments' and is enabled for Triggered Sends in Setup.

Which two configuration requirements should be considered when troubleshooting? (Choose 2 answers)

Options:

- A- The Shipment object is on the Account Related List.
- B- There is a Master Detail Relationship from Contact to Shipment.
- C- The Shipment object requires a Lookup to Lead or Contact.
- D- An Apex Trigger is created on the Shipment object.

Answer:

A, D

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to import recent customer transaction data from their data warehouse into Marketing Cloud on a nightly basis. They plan to create a File Drop Automation to trigger an automation when a data file is transferred from the data warehouse to the import folder in their Enhanced FTP account. NTO notes that user passwords expire every 90 days and they do not want to update their file transfer script on the data warehouse each time a password changes and they do not want to compromise security.

Which solution should the consultant recommend?

Options:

- A-** Contact the Marketing Cloud account representative to enable Single Sign-On Authentication using SAML
- B-** Request SSH key authentication to be enabled for the FTP user and create an SSH Key in Key Management
- C-** Enable the 'Exclude FTP Users From Password Expiration' option in Setup > Security Settings
- D-** Upload data files to Marketing Cloud using SFTP instead of FTP

Answer:

B

Question 6

Question Type: MultipleChoice

Which customers would benefit most from purchasing a Sender Authentication Package (SAP)?

Options:

- A-** A growing consumer brand that expects to send 500,000 emails per month and would like email branding to be consistent with its domain,
- B-** A nonprofit organization that sends roughly 50,000 newsletter emails per month.
- C-** A growing retailer that currently leverages Marketing Cloud's MobileConnect and MobilePush.
- D-** A customer who wants to share another IP within their account structure and is unconcerned about branding at this time.

Answer:

A

Question 7

Question Type: MultipleChoice

An analytics team wants to get hourly updates on email metrics (send, open, click) to provide timely next best actions to the sales team.

What method should the team use?

Options:

A- Send Logs

B- Data views

C- Tracking Extracts

D- Scheduled Reports

Answer:

D

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters has a data extension that stores all of their orders. They want to send out a dally email for orders with their status changed to 'shipped' that day through a journey.

Which two methods should be used to filter entry into the journey?

Choose 2 answers

Options:

A- Filter Activity

B- Entry Source Filter

C- SQL Query

D- Decision Split

Answer:

B, C

Question 9

Question Type: MultipleChoice

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?

Options:

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

Answer:

B

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