



Free Questions for CRT-550 by actualtestdumps

Shared by Ochoa on 24-05-2024

For More Free Questions and Preparation Resources

Check the Links on Last Page

Question 1

Question Type: MultipleChoice

A customer wants to send an email confirming opt-in when someone signs up for their emails via a form on their website. The email should arrive within a few minutes of completing the form, and all of the form data needs to be stored in Marketing Cloud to personalize the outgoing email. The customer has access to a developer for working with APIs, but they want to be able to change the email creative without involving the developer.

What should a consultant recommend?

Options:

- A- Use the WSPProxy via SSJS to deploy the email after capturing form data.
- B- Use a SQL Query activity in Automation Studio to run hourly and deploy emails.
- C- Use a Send Email activity in Automation Studio to run hourly and deploy emails.
- D- Use a Triggered Send Data Extension to capture form data and deploy the email.

Answer:

D

Question 2

Question Type: MultipleChoice

Northern Trail Outfitters noticed that clicks are NOT showing up on Contact records in Salesforce.

Which two reasons could be the cause?

Choose 2 answers

Options:

- A- Synchronized Data Sources only push data every 15 minutes
- B- ContactID was used as Subscriber Key
- C- Email Address was used as Subscriber Key
- D- Individual Level Tracking was not selected in Marketing Cloud Configuration

Answer:

C, D

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters received an email about reaching API limits within Salesforce and they think this is caused by the integrated Marketing Cloud account.

Which two types of API calls are counted against the rolling 24-hour limit?

Options:

- A- SOAP API Calls updating objects
- B- CreateSalesforceObject() AMPscript
- C- Login Calls
- D- Bulk API

Answer:

C, D

Explanation:

Login calls count as one API call for each login request, and Bulk API calls count as one API call for each batch of records processed. All API calls made by both Marketing Cloud Connect and the Marketing Cloud APIs are counted against this limit. For example, when a user logs in to the Marketing Cloud, this will count as one API call. Additionally, when a Bulk API job is created, this will count as one API

call per batch of records processed.

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters is using Journey Builder to send emails to loyalty members based on recent activity. They anticipate that approximately half of their contacts will meet the entry criteria for their journey.

How should they configure their entry source?

Options:

- A-** Use an Import Activity in Automation studio to filter the data as a Data Extension Entry Source.
- B-** Use a Query Activity in Automation Studio to create a segment before entering the journey.
- C-** Use a Contact Data Entry Source to segment the data configured in Attribute Groups in Contact Builder.
- D-** Use a Data Extension Entry Source with an applied filter based on recent member activity.

Answer:

B

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters wants to suppress their highly engaged email subscribers (multiple opens and clicks for a target campaign) from active display campaigns to reduce overall cost and eliminate unnecessary targeting to the user.

What should be recommended?

Options:

- A- Mobile Studio
- B- Advertising Studio
- C- Google Analytics 360
- D- Einstein Engagement Scoring

Answer:

D

Question 6

Question Type: MultipleChoice

A customer is creating a re-engagement campaign. The Campaign only targets subscribers who have had emails fail at send time due to held status within the last 60days. The goal is to send an SMS to the subscribers asking them if they want to update their email address.

What should a consultant recommend to meet the criteria?

Options:

- A-** Use SQL Query and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder
- B-** Use Tracking Extract, File Transfer, and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder.
- C-** use Data Extension Extract and Import activities from Automation Automation Studio to inject the subscribers into a CloudPage used as an Entry Source by Journey Builder
- D-** Use SQL Query and File Transfer activities from Automation Automation Studio to inject the subscribers into an API Event used as Entry Source by Journey Builder

Answer:

B

Explanation:

By using Tracking Extract, File Transfer, and Import activities from Automation Studio, you can extract the data from the subscribers who have had emails fail due to held status within the last 60 days[1][2], and then transfer the data into a data extension that can be used as an Entry Source for Journey Builder. This will allow you to create an SMS message that can be sent to the subscribers to ask them to update their email address. Additionally, Automation Studio provides the ability to schedule and automate the process so that the data is regularly updated and the SMS message is sent on a regular basis. For further information, please refer to the following Salesforce documentation:

* Automation Studio Overview:https://help.salesforce.com/articleView?id=mc_as_overview.htm&type=5* Automation Studio Activities:https://help.salesforce.com/articleView?id=mc_as_activities.htm&type=5* Data Extensions Overview:https://help.salesforce.com/articleView?id=mc_es_data_extensions.htm&type=5* Journey Builder Overview:https://help.salesforce.com/articleView?id=mc_jb_overview.htm&type=5

Question 7

Question Type: MultipleChoice

A consultant explains how a sending domain differs from a customer's primary domain. The customer is evaluating their options around configuring their domain.

Which two questions should their IT team be asked?

Choose 2 answers

Options:

- A-** Can they provide access for Marketing Cloud to update the DNS records?
- B-** Does their company allow delegation of subdomains to third parties?
- C-** Will they be able to post Marketing Cloud-provided DNS files when self-hosting?
- D-** Are they able to modify their domain configuration's DNS entries?

Answer:

B, D

To Get Premium Files for CRT-550 Visit

<https://www.p2pexams.com/products/crt-550>

For More Free Questions Visit

<https://www.p2pexams.com/salesforce/pdf/crt-550>

