

DUMPS ARENA

Salesforce Certified Marketing Cloud Consultant

Salesforce CRT-550

Version Demo

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QUESTION NO: 1

A customer would like to send a quarterly re-engagement email to subscribers who have not opened in the previous three months. The customer's plans are to:

- * Use an existing Paste HTML email for the first send.
- * Make only minor changes to the email creative for future sends.
- * Use an existing Measure to build the subscriber audience for current and future sends.
- * Deploy emails manually for now, but possibly automate in the future.

Which configuration is recommended for the re-engagement email send?

- A.** Triggered Send
- B.** Guided Send
- C.** Automated Send
- D.** User-Initiated Send

ANSWER: D**QUESTION NO: 2**

What is a correct statement about Send Log data?

Choose 3 answers

- A.** Can be accessed via Query activities.
- B.** Can be incorporated into standard reports.
- C.** Can be stored for a set period of time.
- D.** Can be added to a standard data view.
- E.** Can be included in measures and filters.

ANSWER: A C E**QUESTION NO: 3**

Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest-value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.

Which three criteria should they use to create an audience for this campaign? Choose 3 answers

- A. Lifetime Purchase Value
- B. Proximity to Store
- C. Last Purchase Date
- D. Conversion Rate
- E. Ages in Household

ANSWER: A C D

QUESTION NO: 4

A customer has an email newsletter to send out, but wants to deliver it with a targeted message for customers within a specified age range. These data have been defined in attributes from a sign-up landing page.

How should the customer individualize the email content?

- A. Personalization Strings
- B. Substitution Strings
- C. Dynamic Content Areas
- D. Guide Template Language

ANSWER: A

QUESTION NO: 5

A customer provides a file containing only new and updated subscriber records exported from its marketing database.

- * The file will be uploaded to the customer's Enhanced FTP automatically at 3AM daily.
- * The customer requires that the import completes prior to 4AM.
- * On average, the file will contain about 2 million rows of data each day.

Based on the customer's requirements and recommended best practices, how should the daily file be imported?

- A. Import the file to a data extension, using the 'add and update' method.

- B. Import the file to a list, using the 'update only' method.
- C. Import the file to a list, using the 'add and update' method.
- D. Import the file to a data extension, using the 'overwrite' method.

ANSWER: A

QUESTION NO: 6

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.

What skill set should the customer team have for this solution to be viable?

- A. HTML
- B. SSJS
- C. AMPscript
- D. SQL

ANSWER: B

QUESTION NO: 7

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

- A. Synchronized Data Extensions
- B. Salesforce Reports
- C. Filter Activity
- D. SQL Query Activity

ANSWER: A D

QUESTION NO: 8

A customer wants to integrate their website with Marketing Cloud so that users can update their marketing communication preferences. The customer has in-house web development resources available and is interested in leveraging tools such as Journey Builder in the future.

What solution should the consultant propose, given the customer's requirements and available resources?

- A.** Configure a relational data structure using Data Extensions and consult with the customer on API integration with their website.
- B.** Configure a data structure using Lists and leverage a SmartCapture form that the client can iFrame into their website.
- C.** Configure a relational data structure using Data Extensions and leverage a SmartCapture form that is hosted in Landing Pages.
- D.** Configure a data structure using Lists and leverage the out-of-the-box Preference Center.

ANSWER: A**QUESTION NO: 9**

Which two statements about a database of record are correct? Choose 2 answers

- A.** It is a centralized storage repository of data about objects or people.
- B.** It is any database containing subscriber data.
- C.** It is any data structure in which multiple opt-in statuses can be stored for a subscriber.
- D.** It is a system in which a subscriber's status is maintained.

ANSWER: A D**QUESTION NO: 10**

What is a capability of the Import within Contact Builder? Choose 2 answers

- A.** The data source can be a local file, data filter, or file on any FTP.
- B.** The target destination can be a DE, list, or All Contacts for Mobile Push or Connect.
- C.** Like the Import Wizard, the Contact Builder import definition can be executed without saving.
- D.** In order to use Map by Header Row, the fields in the DE and file must match exactly.

ANSWER: B D