

# Salesforce CRT-550

**SALESFORCE MARKETING CLOUD CONSULTANT CERTIFICATION QUESTIONS & ANSWERS**

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Exam Summary – Syllabus – Questions

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**CRT-550**

**Salesforce Certified Marketing Cloud Consultant**

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

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## Know Your CRT-550 Certification Well:

The CRT-550 is best suitable for candidates who want to gain knowledge in the Salesforce Salesforce Consultant. Before you start your CRT-550 preparation you may struggle to get all the crucial Marketing Cloud Consultant materials like CRT-550 syllabus, sample questions, study guide.

But don't worry the CRT-550 PDF is here to help you prepare in a stress free manner.

The PDF is a combination of all your queries like-

- What is in the CRT-550 syllabus?
- How many questions are there in the CRT-550 exam?
- Which Practice test would help me to pass the CRT-550 exam at the first attempt?

Passing the CRT-550 exam makes you Salesforce Certified Marketing Cloud Consultant. Having the Marketing Cloud Consultant certification opens multiple opportunities for you. You can grab a new job, get a higher salary or simply get recognition within your current organization.

## Salesforce CRT-550 Marketing Cloud Consultant Certification Details:

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

## CRT-550 Syllabus:

Section	Objectives	Weight
<b>Discovery and Architecture</b>	<ul style="list-style-type: none"> <li>- Provided with a set of business requirements, determine what additional information is needed to design the recommended solution.</li> <li>- Demonstrate how to gather requirements in order to put together a data and segmentation strategy for the customer.</li> <li>- Given a customer skill set, make recommendations on appropriate solutions for long term ease of use and maintenance.</li> </ul>	16%
<b>Integration</b>	<ul style="list-style-type: none"> <li>- Given a customer use case, demonstrate knowledge of features, viability, and troubleshooting of Marketing Cloud Connect.</li> <li>- Articulate how data model will support personalized and relevant messaging and content.</li> <li>- Given a customer use case, recommend which extension product(s) addresses the requirement.</li> </ul>	20%
<b>Account Configuration</b>	<ul style="list-style-type: none"> <li>- Given a customer scenario, determine the appropriate account hierarchy.</li> <li>- Given a scenario, solution issues regarding Reply Mail Management.</li> <li>- Analyze the impact of applying Sender Authentication Package (SAP) to a business unit.</li> <li>- Given a scenario, demonstrate knowledge of features and troubleshooting of Mobile Studio.</li> </ul>	12%
<b>Automation</b>	<ul style="list-style-type: none"> <li>- Given a customer scenario, provide the appropriate automation type and activities that should be utilized.</li> <li>- Given a customer scenario, design complex automations using Journey Builder and Automation Studio.</li> </ul>	20%
<b>Data Modeling and Management</b>	<ul style="list-style-type: none"> <li>- Given a customer scenario, demonstrate the ability to differentiate when to use standard reports, data views and tracking extracts.</li> <li>- Explain the various data objects in Marketing Cloud.</li> <li>- Evaluate implications on data model when choosing</li> </ul>	21%

Section	Objectives	Weight
	contact identity.	
<b>Messaging</b>	<ul style="list-style-type: none"> <li>- Given a customer scenario, describe various ways to individualize message content.</li> <li>- Given a customer scenario, determine the appropriate messaging option.</li> </ul>	11%

## Salesforce 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

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**

### Question: 3

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: 4**

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: 5**

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: 6**

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: 7**

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: 8**

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: 9**

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: 10**

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**

# Study Guide to Crack Salesforce Marketing Cloud Consultant CRT-550 Exam:

- Getting details of the CRT-550 syllabus, is the first step of a study plan. This pdf is going to be of ultimate help. Completion of the syllabus is must to pass the CRT-550 exam.
- Making a schedule is vital. A structured method of preparation leads to success. A candidate must plan his schedule and follow it rigorously to attain success.
- Joining the Salesforce provided training for CRT-550 exam could be of much help. If there is specific training for the exam, you can discover it from the link above.
- Read from the CRT-550 sample questions to gain your idea about the actual exam questions. In this PDF useful sample questions are provided to make your exam preparation easy.
- Practicing on CRT-550 practice tests is must. Continuous practice will make you an expert in all syllabus areas.

## Reliable Online Practice Test for CRT-550 Certification

Make VMExam.com your best friend during your Salesforce Marketing Cloud Consultant exam preparation. We provide authentic practice tests for the CRT-550 exam. Experts design these online practice tests, so we can offer you an exclusive experience of taking the actual CRT-550 exam. We guarantee you 100% success in your first exam attempt if you continue practicing regularly. Don't bother if you don't get 100% marks in initial practice exam attempts. Just utilize the result section to know your strengths and weaknesses and prepare according to that until you get 100% with our practice tests. Our evaluation makes you confident, and you can score high in the CRT-550 exam.

**Start Online practice of CRT-550 Exam by visiting URL**

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