

Salesforce CRT-250

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

Exam Summary – Syllabus – Questions

CRT-250

Salesforce Certified Marketing Cloud Administrator
60 Questions Exam – 67% Cut Score – Duration of 105 minutes

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Know Your CRT-250 Certification Well:

The CRT-250 is best suitable for candidates who want to gain knowledge in the Salesforce Salesforce Administrator. Before you start your CRT-250 preparation you may struggle to get all the crucial Marketing Cloud Administrator materials like CRT-250 syllabus, sample questions, study guide.

But don't worry the CRT-250 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-250 syllabus?
- How many questions are there in the CRT-250 exam?
- Which Practice test would help me to pass the CRT-250 exam at the first attempt?

Passing the CRT-250 exam makes you Salesforce Certified Marketing Cloud Administrator. Having the Marketing Cloud Administrator 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-250 Marketing Cloud Administrator Certification Details:

Exam Name	Salesforce Marketing Cloud Administrator
Exam Code	CRT-250
Exam Price	Registration fee: USD 200 Retake fee: USD 100
Duration	105 minutes
Number of Questions	60
Passing Score	67%
Recommended Training / Books	Administer Marketing Cloud Google Analytics 360 for Marketing Cloud Prepare for your Marketing Cloud Administrator Certification Exam (CRT250)
Schedule Exam	Kryterion Webassessor
Sample Questions	Salesforce CRT-250 Sample Questions
Recommended Practice	Salesforce Certified Marketing Cloud Administrator Practice Test

CRT-250 Syllabus:

Section	Objectives	Weight
Digital Marketing Proficiency	<ul style="list-style-type: none"> - Describe governance and compliance in relation to digital marketing. - Recognize security best practices for data, permissions, and PII. - Describe Marketing Cloud product inventory and product offerings. 	13%
Subscriber Data Management	<ul style="list-style-type: none"> - Given a scenario, describe the contact model. - Given a scenario, evaluate data quality. - Explain preference and profile center concepts. 	18%
Setup	<ul style="list-style-type: none"> - Given a scenario, implement the configuration of business units, users/permissions, and security/passwords. - Given a scenario, determine how to configure integrations. - Describe the features in Setup Home. - Describe Marketing Cloud extension products. 	38%
Channel Management	<ul style="list-style-type: none"> - Given a scenario, describe the configuration of Mobile Studio. - Given a scenario, describe the configuration of Email Studio. - Given a scenario, describe the configuration of Social Studio and Advertising Studio. - Explain the concepts and typical use cases of Journey Builder. 	16%
Maintenance	<ul style="list-style-type: none"> - Given a scenario, describe solutions for data extraction and report generation. - Given a scenario, monitor a Marketing Cloud account and provide system availability. - Given a scenario, evaluate benefits of additional Marketing Cloud products. 	15%

Salesforce CRT-250 Sample Questions:

Question: 1

When customers use the Marketing Cloud default Profile Center link to unsubscribe it causes users to not receive emails from any other business unit. What could explain this behavior?

- a) Data in data extensions corresponding to the customer
- b) The user is getting deleted from the AN Subscribers list
- c) The user gets Added to a blocklist that causes an Enterprise level unsubscribe
- d) Is removed Business unit unsubscribe setting causes an Enterprise level unsubscribe

Answer: b

Question: 2

What are entry source types for Journey Builder?

- a) Data Extension, CloudPages, Email List, API Event
- b) Data Extension, Email List, API Event, Date Based Event
- c) Data Extension, Salesforce Community, GA360, Email List
- d) Data Extension, Audience Studio, API Event, Date Based Event

Answer: d

Question: 3

To prevent retention of stagnant data, Northern Trail Outfitters (NTO) wants any inactive data stored in data extensions to be cleared after 12 months. What action should NTO take?

- a) Configure the Enterprise wide default retention to one year
- b) Configure the business unit data retention setting to 12 months
- c) Apply a row based retention to each data extension as it is created, set to 12 months
- d) Set inactive date to be automatically cleared after one year, but is recoverable

Answer: c

Question: 4

Setup Assistant provides information and resources for configuring a new Marketing Cloud account. Which two topics does Setup Assistant cover?

Choose 2 answers

- a) Setting up the Data Structure
- b) Enabling Mobile Connect
- c) Configuring Journey Builder
- d) Managing the Enhanced SFTP

Answer: a, d

Question: 5

A Marketing Cloud admin has been asked to grant full administrator permissions to a new user. Which two standard roles should be selected for the new user?

Choose 2 answers

- a) Administrator
- b) Marketing Cloud Administrator
- c) Marketing Cloud Security Administrator
- d) Data Manager

Answer: a, b

Question: 6

Which two data structures could be configured to appear in the out-of-the-box Subscription center? Choose 2 answers

- a) Data Extensions
- b) Groups
- c) Publication Lists
- d) Lists

Answer: a, d

Question: 7

Which three considerations should be made when setting up Distributed Marketing? Choose 3 answers

- a) Messages can be sent to Contacts, Leads, and Person Accounts.
- b) Business users can select any email at time of send.
- c) The DM administrator Profile is required to access Distributed Marketing.
- d) A journey can be connected to one or more Campaigns.
- e) Default options can be set up for the greeting in the email.

Answer: a, b, d

Question: 8

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process? Choose 2 answers

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

Answer: a, d

Question: 9

While setting up Marketing Cloud Connect, a Marketing Cloud admin navigates to the Marketing Cloud tab in Sales Cloud to complete the integration. The admin then receives the following error message:

- Insufficient User Permissions.
- You have not been designated as an integrated Marketing Cloud user.
- Contact your system administrator The admin notices the Marketing Cloud for AppExchange Admin option is selected when looking at the user settings.

What action should correct the issue?

- a) Apply the administrator and Marketing Cloud Administrator permission sets to user
- b) Reset all passwords to force new tokens
- c) Apply the Marketing Cloud for AppExchange User option as well
- d) Apply the appropriate user mappings in the CRM configuration

Answer: c

Question: 10

A Contact Delete request has been processed for subscribers who have been sent an email. to previously in a northern action did NOT target all contacts in their account and a significant number of contacts which are still remaining. Which two data would still exist in the account?

Choose 2 answers

- a) Contact data in sendable data extensions
- b) Contact-specific data at the job level
- c) Contact data in non-sendable data extensions
- d) General tracking data at the job level

Answer: c, d

Study Guide to Crack Salesforce Marketing Cloud Administrator CRT-250 Exam:

- Getting details of the CRT-250 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-250 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-250 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-250 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-250 practice tests is must. Continuous practice will make you an expert in all syllabus areas.

Reliable Online Practice Test for CRT-250 Certification

Make VMExam.com your best friend during your Salesforce Marketing Cloud Administrator exam preparation. We provide authentic practice tests for the CRT-250 exam. Experts design these online practice tests, so we can offer you an exclusive experience of taking the actual CRT-250 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-250 exam.

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