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Exam : CRT-550

Title : Salesforce Certified Marketing Cloud Consultant Exam

Version : DEMO

1.A customer has three data extensions that need to be added to Contact Builder
* Customers contains customer information
* Orders contains order information
* Products contains product information
How should these data extensions be linked within an Attribute Group? Choose 2
A. Customer Data <one-to- Many> Customers <one-to- One> Orders <one-to- Many> Products
B. Customer Data <one-to- Many> Customers <one-to- Many> Orders <one-to- Many> Products
C. Customer Data <one-to- One> Customers <one-to- One> Orders <one-to- one> Products
D. Customer Data <one-to- Many> Products <one-to- Many> Orders <one-to- one> Customers
Answer: B,D

2.What are the similarities between Automation Studio and Journey Builder?
A. Have duration plus wait activity
B. Ability to define an email send
C. Fire an event from Automation Studio to Journey Builder
Answer: C

3.A user in the MC wants to use salesforce custom object data for segmenting and personalization.
How should the consultant approach this requirement?
A. Export report data from the sales cloud and import into a marketing cloud synchronized data extension. Use a filter activity to produce a sendable data extension. Create an email send activity in Automation Studio
B. Sync contact and custom objects with Data Stream and send from Synchronized Data Extension with Salesforce email send. Ensure there is a lookup relationship to a contact or lead record.
C. Create a custom report type that contains the contact or lead ID, email address, and custom object data, then from the marketing cloud, import into a Salesforce Data extension. Use AMPScript in the email to call data
D. Map the custom objects to the profile center and use the email editor to insert the custom data. Create a user-initiated send to associate the email to the largest audience and return tracking data.
Answer: C

4.Northern Trail Outfitters (NTO) is running a campaign for a brand new type of footwear inside Journey Builder. The entry event: Prevents contacts from entering the journey if "shoes" is not selected in their preferences.
Is based on a data extension which has Email Address as Primary Key.
A few weeks after launching the campaign, NTO's data analyst noticed a reduced email volume and that some contacts inside the data extension updated their preferences after the launch of the campaign. Even with the entry event being triggered every day, those contacts are not receiving the welcome emails.
What could be the reason?
A. The preference center is too precise.
B. Their account has deliverability issues.
C. The contact fell below the High Water Mark.
D. The entry event is triggered too often.
Answer: C

5.An existing triggered send needs to be updated with new content
Select the correct sequence
A. Pause message interaction, Edit message content, Publish changes, Start triggered email interaction
Answer: A