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Salesforce Certified Marketing Cloud Consultant Exam (WI25)

Salesforce CRT-550

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QUESTION NO: 1

Northern Trail Outfitters assigns a 15-digit integer as their Order ID which will be used as the primary key of a data extension. The import file contains leading zeros, but they will

NOT be included in the final values.

Which data type should they use for the Order ID field?

- A. Number
- B. Text (15)
- C. Decimal (15,0)
- D. Decimal (15,2)

ANSWER: C

Explanation:

: The order ID field is conducive because it places all of the items that the customers want under one order. You can imagine how problematic it would be if the rules would be set in different areas. It will be harder for the company to track the orders of each customer.

This may lead to people receiving items that they did not order or not getting any of the things that they have ordered at all. The order ID field will make everything more organized and correct. The fewer mistakes that the company makes in processing orders, the happier the customers will be with their shopping experience.

QUESTION NO: 2

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: 3

A customer plans to configure multiple business units (BU) to support the digital marketing efforts of five international offices.

Which reasons warrants this implementation? Choose 2 answers.

- A. Support non-English responses with Reply Mail Management.
- B. Localized language and display options based on location and culture.
- C. Tracking information for campaigns sent by each office.
- D. Localized physical mailing address displayed in the default email footer

ANSWER: B C

QUESTION NO: 4

A customer wants Sales Cloud users to create and send Marketing Cloud emails.

Which two recommendations should the consultant make? Choose 2 answers

- A. Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.
- B. The consultant should enable deep linking in the Marketing Cloud Connect configuration.
- C. Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.
- D. The consultant should enable the Create Email feature on the user Profile in Sales Cloud.

ANSWER: A B

QUESTION NO: 5

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: 6

A retail company does business in both the United States and Canada. They have a loyalty program in which a customer can enroll. The company will provide a pre-segmented customer file, per campaign, which has a "Version" data field indicating the type of email the customer is to receive.

Which two questions should be asked to determine a data/segmentation strategy?

Choose 2 answers

- A. Will a lookup table is needed for a dynamic From Name?
- B. Will customers be able to sign up for the loyalty program at the store?
- C. Is the purpose of these emails for acquisition or retention or transactional?
- D. Will "Version" values/meanings change, precluding reusable AMPscript?

ANSWER: A C

QUESTION NO: 7

Customer Event:

* gather data through a tablet-based webform as part of a raffle into a data extension.

* Winner is randomly selected.

* After the event, an email should be sent to the participants to gather opt ins for marketing emails.

Define 2 things necessary:

- A. data extension with opt in status

- B. Send email activity which contains a link to subscription center
- C. WebCollect
- D. SmartCapture

ANSWER: B D

QUESTION NO: 8

A customer has several values that need to be used in the body of an email send.

- * The data would be stored in a reference data extension, related on SubscriberKey
- * There may be one or more records for each subscriber
- * The audience is generally over 1 million subscribers
- * The content is time sensitive and should be sent as quickly as possible
- * The customer is not using "Catch and release" sending
- * The reference data extension contains 25 columns

What method should be used

- A. AMPScript a single LookupOrderRows function
- B. Dynamic content via the Dynamic content wizard
- C. Server side JavaScript a single LookupOrderedRows function
- D. AMPScript a single lookup function

ANSWER: A

QUESTION NO: 9

Which three statements are correct regarding the automation tools in Marketing Cloud?

Choose 3 answers

- A. Automation Studio and Journey Builder allow users to repeat an interaction indefinitely.
- B. Journey Builder allows users to inject Contacts from a data extension which is updated by Automation Studio.
- C. Journey Builder allows users to update a contact record in a journey or import data into a data extension.

- D. Automation Studio and Journey Builder allow users to define a wait activity based on duration.
- E. Automation Studio and Journey Builder allow users to define the parameters of a send within the tool.

ANSWER: A B E

QUESTION NO: 10

A customer has several values that need to be used in the body of an email send:

- * The data would be stored in a reference data extension, related on SubscriberKey.
- * There may be one or more records for each subscriber.
- * The audience is generally over 1 million subscribers.
- * The content is time sensitive and should be sent as quickly as possible.
- * The customer is not using "catch and release" sending.
- * The reference data extension contains 25 columns.

Which method should be used?

- A. AMPscript a single Lookup Function
- B. Server Side Javascript a single LookupOrderedRows Function
- C. AMPscript a single LookupOrderedRows Function
- D. Dynamic content via the Dynamic Content Wizard

ANSWER: C