

CRT-250 Dumps 2022 - New Salesforce CRT-250 Exam Questions [Q50-Q72]



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Salesforce CRT-250 Exam Syllabus Topics:

TopicDetailsTopic 1- Review Data Extraction and Report Generation Solutions- Review Preference and Profile CenterTopic 2- Review Additional Marketing Cloud Product Benefits- Review Security Best Practices for Date, Permissions, and PIITopic 3 - Review Social Studio and Advertising Configuration- Review Marketing Cloud Extension ProductsTopic 4- Review Mobile Studio Configuration- Review Features in Setup Home

NO.50 Northern Trail Outfitters (NTO) wants a business analyst to import contact lists. The analyst has the followCloud Channel Manager and Marketing Cloud Viewer. The Analyst logged in but is unable to import contacts.

How should NTO update the user to allow the analyst the appropriate access?

- * Add Marketing Cloud Security Administrator
- * Add Distributed Sending User
- * Remove Marketing Cloud Channel Manager
- * Remove Marketing Cloud Viewer

NO.51 Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account.

Which feature would NTO enable to assist in reducing threats from malicious API attacks?

- * IP Whitelisting

- * Field Level Encryption
- * Advanced Audit Trail
- * Single Sign on Authentication

NO.52 Northern Trail Outfitters wants to business analyst to import contact lists. The analyst has the following Marketing Cloud roles: Marketing Cloud Channel Manager and Marketing Cloud Viewer. The analyst logged in but is unable to import contact lists.

How should the user be updated to allow the analyst the appropriate access?

- * Remove Marketing Cloud Viewer
- * Add Marketing Cloud Security Administrator
- * Remove Marketing Cloud Channel manager
- * Add Distributed Sending user

NO.53 Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer alter an online purchase is made.

What feature could be used to solicit website feedback without navigating away from the email?

- * CloudPage forms Content Block
- * Email Form Content Block
- * Dynamic Content Block
- * Reference Content Block

NO.54 What storage model should be used if a subscriber has more than one value for an attribute?

- * Profile Attribute
- * Data Extensions
- * Publication Lists
- * Lists

NO.55 A Marketing Cloud admin is tasked with requesting Marketing Cloud Connect Multi-Org enablement.

What consideration should be given to the preference profile centers for this integration?

- * Branding for each business units; profile centers will be inherited from the default business unit setup.
- * Profile/Preference centers are automatically created for each business unit connected through Multi-org
- * Multi org does not support the standard profile preference center for the business units.
- * Profile/Preference centers for Multi-Org accounts are configured in the Salesforce CRM settings.

NO.56 Northern Trail Outfitters wants a data model in Marketing Cloud which will prevent them from duplicating, or even triplicating, records.

How should the unique identifier of the data model be setup if the MobilePush and Email channels are used within the same account?

- * Use the auto-generated keys supplied by Marketing Cloud at time of record creation for each channel used.
- * Use a third-party system to identify and delete duplicate Contact Keys.
- * Strategically control the Contact Key values and tie records together across channels using this key.
- * Strategically control the Contact Key values in Email, but let Marketing Cloud automatically tie records as needed from MobilePush.

NO.57 A customer wants Sales Cloud users to create and send Marketing Cloud emails. Which two recommendations should the consultant make?

Choose 2 answers

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

NO.58 Northern Trail Outfitters was given a set of requirements from their governance team to protect against misuse of customer data. One item mandated Marketing Cloud users should NOT be able to export data without approval from the governance team, however, users should still be able to view data within the system.

Which feature would allow compliance with this requirement?

- * Export Email Allowlist
- * IP Allowlist
- * Identity Verification
- * Audit Trail

NO.59 Northern Trail Outfitters (NTO) has the Discover Reporting Tool.

Which two report types could help NTO drive their mobile adoption strategy?

Choose 2 answers

- * Email Performance by Device
- * Time Between Send and Engagement
- * Deliverability Complaint Rate
- * Email Sending Performance Report

NO.60 What does Marketing Cloud authenticate when a user logs in through the user interface?

- * If the user is assigned a role in the parent business unit
- * If the user is logging in from a whitelisted IP address
- * If the user is an API User on their record
- * If the user has login hours enabled on their profile

NO.61 A Marketing Cloud admin is asked to add a set of four tracking parameters automatically to all the links in an email sent via email studio.

Which solution should the admin suggest?

- * AMPscript for Marketing Cloud
- * Parameter Manager
- * Google Analytics 360
- * Marketing Cloud Connect

NO.62 An email manager was anticipating a test email to arrive in their inbox.

Where in Email Studio should the Marketing Cloud admin look to determine if the test deployed?

- * My Tracking > Test Send Emails
- * My Reports > Administrator Reports > Email Send Report
- * My Reports > Administrator Reports > Email Sends By User
- * My Tracking > A/B Testing

NO.63 Security and legal teams determine subscriber data available to EMEA teams should NOT be available to AMER teams.

How could the Marketing Cloud admin ensure distinct data integrity across the regions?

- * Deploy Multi-Org with a single Marketing Cloud Account
- * Deploy separate Publication Lists for each region within one account
- * Filter data view permissions at the subscriber level
- * Separate regions into business units and apply Subscriber Filters

NO.64 A Marketing Cloud admin at a bank is asked to avoid storing sensitive data in the cloud. This data will only be sent to Marketing cloud to execute a send.

Which feature would the admin use to meet this requirement?

- * Tokenized Sending
- * List Sending
- * Field Level Encryption.
- * Distributed Marketing Sends.

NO.65 A Marketing Cloud admin to create custom roles for their business process.

What should be taken into consideration to accomplish this?

- * Custom roles can only be edited by the user who created the role initially.
- * Custom roles are only available within the business in which they were created.
- * Custom roles are available on their Marketing Cloud account.
- * Custom roles override an individual user's granular permission assignments.

NO.66 What are two possible outcomes when "Send as Multipart MIME" is selected during the send process?

Choose 2 answers

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

NO.67 A Marketing Cloud admin is asked by the marketing team to ensure a default Header and Footer be added to emails.

Where under Setup could this be created?

- * Content Builder Settings
- * Emails Studio Settings
- * Account Settings
- * Campaign Settings

NO.68 A Northern Trail Outfitter (NTO) subscriber clicks a link in an NTO email. Prior to the clicking, the subscriber had a bounces status in Marketing Cloud.

What are the effects of the click to the subscriber's status?

- * Status is changed to Active and the bounce count is unchanged
- * Status is changed to Held for 72 hours and the bounce count is set to Zero
- * Status remains as Bounced the bounce count is unchanged
- * Status is changed to Active and the bounce count is set to Zero

NO.69 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?

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

NO.70 Northern Trail Outfitters wants to have specific permission restrictions applied to all users in a business unit.

How should they accomplish this?

- * Assign a role to the business unit
- * Set default permissions with the restrictions on the business unit
- * Apply a permission set to the business unit
- * Disable the permissions directly within the business unit

NO.71 A customer wants to automate a series of three emails as part of a Membership Renewal drip campaign. Email #1 will be sent one month prior to the member's renewal date. Email #2 will be sent one week prior to the member's renewal date. Email #3 will be sent on the member's renewal date. A master audience is updated in real time via the API. Which steps should be included in the customer's automation?

- * Import File Activity > three Send Activities to the master data extension.
- * Three Send Activities to the master data extension.
- * Import File Activity > three Filter Activities > three Send Activities to the filtered audiences.
- * Three Filter Activities > three Send Activities to the filtered audiences.

NO.72 A financial services customer states that families often share email addresses across multiple checking, savings, loan, and credit accounts. The customer needs to allow individual accounts to use the same email address in Marketing Cloud but maintain separate subscriber attributes.

Which component should be discussed with the customer to allow for this use case?

- * Subscriber Key
- * Contact ID
- * Member Record
- * Data Extensions

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