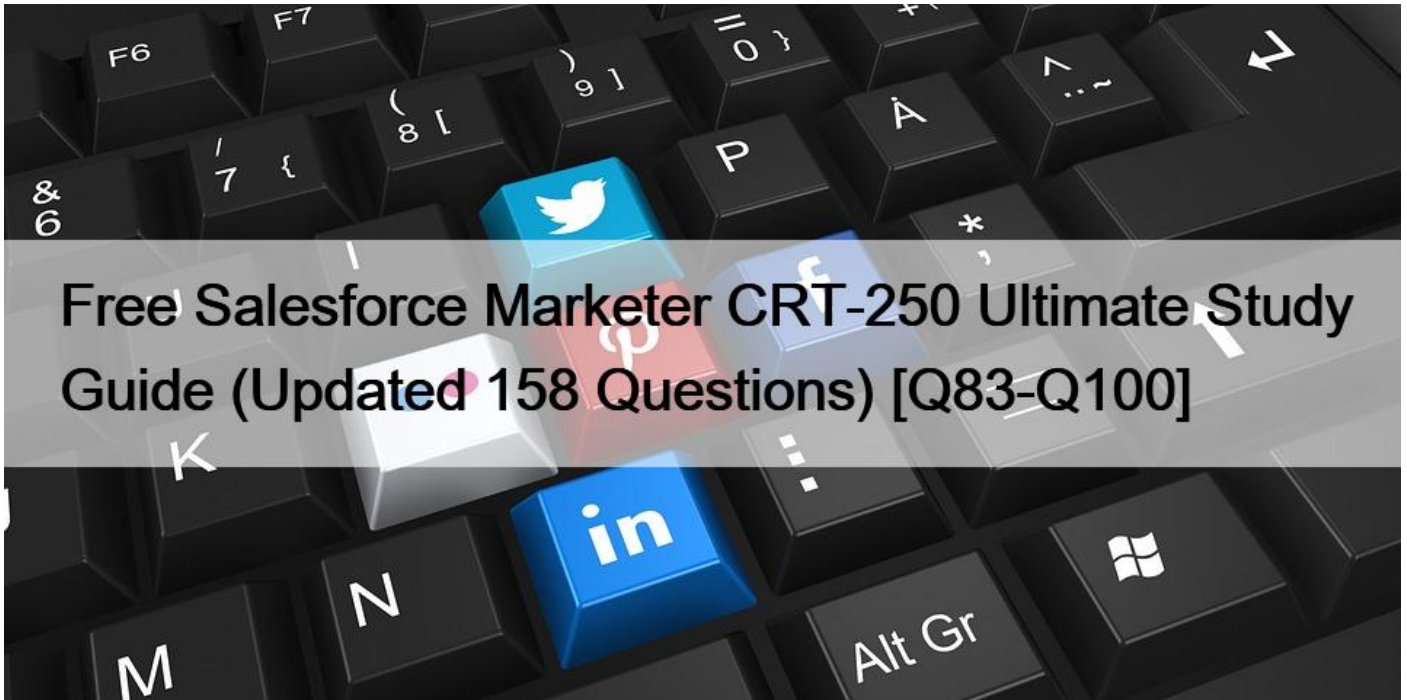


## Free Salesforce Marketer CRT-250 Ultimate Study Guide (Updated 158 Questions) [Q83-Q100]



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**NO.83** Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account. Which value should link these new data extensions in Data Designer to the existing contact records?

- \* Unique Contact Identifier
- \* Primary key
- \* Unique Contact email address
- \* Subscriber ID

**NO.84** A Marketing Cloud admin wants to ensure email sends exclude their testing prefix of [PREVIEW] in the subject line when deploying from Email Studio.

What should the admin do to prevent the prefix from deploying in live sends?

- \* Use Proof instead of [PREVIEW]
- \* Add [PREVIEW] to the subject line validation list
- \* Require several campaign approvals
- \* Wrap the subject line with AMPscript

**NO.85** A customer is developing a new eCommerce section of their website and plans to leverage transactional data in customer journeys.

Which two Marketing Cloud features will support this effort?

Choose 2 answers

- \* Data Designer
- \* Cloud Pages
- \* Web Analytics Connector
- \* Content Builder

**NO.86** Northern Trail Outfitters wants to bring subscriber data from its data warehouse into Marketing Cloud.

Which 2 fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house the data?

Choose 2 answers

- \* Text
- \* Decimal
- \* Number
- \* Boolean

**NO.87** Northern Trail Outfitters requires all subscriber files placed on the SFTP for import be encrypted.

Which activity in Automation Studio could be used to decrypt the file to prepare for Importing?

- \* Import Activity
- \* Data Extract Activity
- \* File Transfer Activity
- \* Decryption Activity

**NO.88** A Marketing Cloud admin discovers large sends are not meeting send speed goals set by the organization.

What functionality would get messages out the door faster?

- \* Burst Sending
- \* Journey Builder Triggered Sends
- \* Send Throttling
- \* Marketing Cloud Connect

**NO.89** A user asks a Marketing Cloud admin to review their permissions since they are unable to send an email. The admin reviews the user profile and notices the user has three roles assigned: Content Creator, Data Manager, and Marketing Cloud Viewer.

What should the admin do to resolve the issue so the user can send an email?

- \* Edit permissions and Grant permissions to Send
- \* Edit permissions and deselect Deny for Email Sending
- \* Add the Role Marketing Cloud Channel Manager
- \* Remove the Marketing Cloud Viewer Role

**NO.90** Northern Trail Outfitters (NTO) Is a global brand which Includes many subsidiary brands under the parent umbrella. NTO is the Enterprise business unit and also has a child business unit used for sending promotional email.

How should the rest of the business units be organized?

- \* Create child business units for each brand and nest another level of child business units for GEOs.
- \* Create and apply folders with naming conventions in the current account to keep track of brand assets.
- \* Create new Enterprise business units for each brand and child business units for each of the brand's GEOs.

- \* Create one child business unit for the other brands to share but apply folders and naming conventions.

**NO.91** Which Product enables a Marketing Cloud admin to observe customer behavior, build performance profiles and deliver the next best content?

- \* Content Builder
- \* Einstein Send Time Optimization
- \* Audience Builder
- \* Einstein Email Recommendations

**NO.92** Marketing Cloud admin is asked to determine the total number of emails sent across all of their business units in the last calendar year Where would the admin retrieve this information?

- \* Contact Builder > All Contacts > Email
- \* Analytics Builder > Reports > Email Send Report
- \* Email Studio > Email > Tracking > Sends
- \* Studio > Email > Subscribers > All Subscribers

**NO.93** A marketing Cloud admin wants to ensure sensitive information needed for email sends is NOT imported and stored in Marketing cloud. What solution should they implement?

- \* Tokenized Sending
- \* Transparent Data Encryption
- \* Key Management
- \* Field level Encryption

**NO.94** Northern Trail Outfitters uses Parameter Manager to automatically tag links, They want to include a Campaign Identifier to the links within a specific campaign message.

At which level should the utm\_campaign value be configured?

- \* Subscriber
- \* Link
- \* Email
- \* Account

**NO.95** Northern Trail Outfitters wants to segment audiences based on Sales Cloud data.

Where would their Marketing Cloud admin configure Sales Cloud Objects to be synced and leveraged in Marketing Cloud.

- \* Setup > Data Management > Synchronized Data Extensions
- \* Contact Builder > Data Extensions > Synchronized Data Extensions
- \* Contact Builder > Data Sources
- \* Setup > Apps > Salesforce Integration

**NO.96** A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:

- \* Emails will be built using a custom dynamic template for these messages.
- \* Links will vary over time and across campaigns.
- \* Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.
- \* Retargeting messages will dynamically populate content based on regional market.

In order for this solution to be viable, which skill set does the customer team need to possess?

- \* AMPscript
- \* SSJS
- \* SQL
- \* HTML

**NO.97** 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.98** 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.99** Northern Trail Outfitters installed Query Studio for Marketing Cloud, however, users are reporting they do NOT have access How should the Marketing Cloud admin ensure users have access?

- \* Choose Public App Integration during the installation
- \* Install App-appropriate business units for expanded access
- \* License all appropriate users within the installed package
- \* Configure the API Integration to allow all users access

**NO.100** A customer with limited technical resources has requested assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female. Which method should a consultant recommended to ensure content is displayed properly within the email.

- \* AMPscript conditional against the Gender field
- \* AMPscriptlookupRows functions
- \* A/B Test content type
- \* Dynamic Content Wizard

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