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NEW QUESTION: 1

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

- A. Content Builder
- B. Data Designer
- C. Web Analytics Connector
- D. Cloud Pages

Answer: D (LEAVE A REPLY)

NEW QUESTION: 2

A Marketing Cloud admin wants to append an Urchin Tracking Module (UTM) variable String to links in emails.

Which functionality would allow this?

- A. Parameter Manager
- B. Web and Mobile Analytics
- C. Personalization Builder
- D. Advertising Studio

Answer: A (LEAVE A REPLY)

NEW QUESTION: 3

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?

- A. Subscriber ID
- B. Primary key

- C. Unique Contact Identifier
- D. Unique Contact email address

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 4

What is Setup Assistant?

- A. A dashboard containing key metrics for the business unit
- B. Support service allowing the outsourcing of repetitive admin tasks
- C. A search within Help and Training limited to configuration documents
- D. A prioritized account configuration checklist

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 5

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?

- A. Account
- B. Email
- C. Link
- D. Subscriber

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 6

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

- A. Number
- B. Text
- C. Decimal
- D. Boolean

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 7

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 for the user settings.

What action should correct the issue?

- A. Apply the marketing Cloud for AppExchange User option as well
- B. Apply the appropriate user mappings in the CRM configuration.
- C. Reset all user passwords to force new tokens
- D. Apply the Administrator and Marketing Cloud Administrator permission sets to user.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 8

Northern Trail Outfitters (NTO) has a franchise model which allows locally-owned stores to operate under the corporate umbrella. They are required by corporate policy to email each franchisee a monthly statement, but the statement cannot be publicly accessible. Which Marketing Cloud product should NTO purchase as a solution?

- A. Email Reconnects
- B. Distributed Sending
- C. Content Syndication
- D. Analytics Builder

Answer: B (LEAVE A REPLY)

NEW QUESTION: 9

Northern Trail Outfitters has five business units in their Marketing Cloud account. All business units should be configured to use the same SFTP directory. How should this setup be achieved?

- A. Child business unit SFTP user should be created
- B. Copy the parent SFTP user into each child business unit
- C. Each business unit should have multiple SFTP users
- D. All child business units should have an individual SFTP user

Answer: D (LEAVE A REPLY)

NEW QUESTION: 10

Which activity should be used for multivariate content testing within Journey Builder?

- A. Engagement Split
- B. Decision Split
- C. Random Split
- D. Content Split

Answer: (SHOW ANSWER)

NEW QUESTION: 11

A Marketing Cloud admin wants to automatically unsubscribe customers who respond to marketing emails asking to be removed from the mailing list.

Which two steps should the admin take to enable this functionality?

Choose 2 answers

- A. Verify Reply Mail Management has been enabled in the account
- B. Select Unsubscribe Manual requests in Reply Mail Management
- C. Select Delete Auto-Replies and Out-of-Office mail Management
- D. Ensure a Custom response is enabled for Automated Response in Reply mail Management

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 12

A MC admin wants to sync Contacts from Sales Cloud, but is concerned about the number of Contacts since not all the contacts will be sent an email.

What should the admin do to ensure only specific Contacts are synced?

- A. Filter records on a formula field
- B. Filter existing records in All Subscribers
- C. Filter records on a Boolean field
- D. Filter records created after a specified date

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 13

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?

- A. Member Record
- B. Subscriber Key
- C. Contact ID
- D. Data Extensions

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 14

Northern Trail Outfitters' employees are NOT receiving emails because the messages are being blocked by Spam filters.

How could the Marketing Cloud admin address this issue?

- A. Provide the IT team a list of relevant IP Addresses to whitelist in their spam filter
- B. Import employee email addresses into All Subscribers with an "Active status
- C. Ask employees to use personal email addresses instead of corporate email addresses
- D. Ensure employees have opted in to the test email list or data extension

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 15

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?

- A. List Sending
- B. Distributed Marketing Sends.
- C. Tokenized Sending
- D. Field Level Encryption.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 16

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?

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

Answer: D ([LEAVE A REPLY](#))

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NEW QUESTION: 17

Northern Trail Outfitters (NTO) has expanded its marketing efforts globally and wants to implement a dedicated Sender Authentication Package. They plan to share it across each of their Marketing Cloud accounts Which two considerations would help NTO determine if a Dedicated IP is the right choice?

Choose 2 answers

- A. All of NTO's accounts should be on the same stack
- B. Pre-warmed IP address can be purchased from Salesforce
- C. Send volume is large enough to maintain a positive or neutral reputation

D. Length of time needed to pause sending is greater than one month

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 18

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day. As a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return to the site and continue their shopping.

What action should NTO take?

A. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.

B. Create a user-initiated message to logged-in customers to send once the website is restored.

C. Create and send an apology email that includes a discount for a future purchase to all customers

D. Import a file of logged-in customers into NTO's existing Abandoned Cart journey in Journey Builder.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 19

Northern Trail Outfitters is migrating from a small, in-house email solution to Marketing Cloud. What should the Marketing Cloud admin consider when sending from the new IP Address?

A. Migration of larger marketing campaigns is necessary prior to bringing on smaller, triggered campaigns.

B. Building desirable sending history and data will be variable based on list size and engagement.

C. Sending in large volumes will alert ISPs the new IP Address is now in use.

D. The IP address is on reserve, is already in use, and has an email sending history.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 20

A Marketing Cloud Administrator noticed a File Drop Automation has been failing on the Import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer import_. The import is configured to look for a file named Customer import %%%Year%% Month%% Day%%.csv, however, the admin notices the filenames include seconds and milliseconds what should the admin do to fix the issue?

A. use %%FILENAME_FROM_TRIGGER%% in the Import File Activity

B. Make sure the files are placed on the correct subfolder within the SFTP

C. Make sure the team has a date stamp to avoid duplication

D. Use the exact file name used for the trigger in the Import File Activity

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 21

Northern Trail Outfitters placed an encrypted file on their Marketing Cloud SFTP for import into a data extension. They are using a file transfer Activity to decrypt the file.

What would the decrypted data be after the File Transfer Activity completes?

- A. Safehouse
- B. Original SFTP folder
- C. Selected SFTP folder
- D. Target Data Extension

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 22

A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.

Which feature should be utilized to make this happen?

- A. Profile Center
- B. Send Logging
- C. Publication Lists
- D. Subscriber Keys

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 23

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?

- A. AMPscript for Marketing Cloud
- B. Marketing Cloud Connect
- C. Parameter Manager
- D. Google Analytics 360

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 24

Which three options determine when a contact could enter a journey?

Choose 3 answers.

- A. Re-entry at any time
- B. Re-entry by date
- C. No re-entry
- D. Re-entry by attribute
- E. Re-entry only after exiting

Answer: A,C,E ([LEAVE A REPLY](#))

NEW QUESTION: 25

Northern Trail Outfitters (NTO) is building a Journey which randomly sends five different versions of an initial welcome email to new subscribers; however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO wants to use five completely different emails, rather than having one email with dynamic content.

Which activity would allow them to build the journey with the fewest activities possible?

- A. Wait Until Date
- B. Join
- C. Engagement Split
- D. Einstein STO

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 26

A Marketing Cloud admin is configuring a journey using Path Optimizer. They want to hold back 60% of the contacts until a winner has been selected.

Which two settings should be selected before the admin can configure the Holdback percentage?

Choose 2 answers

- A. Data Extension entry source
- B. Winner evaluation
- C. Journey re-entry settings
- D. Run Once schedule type

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 27

A customer wants Sales Cloud users to create and send Marketing Cloud emails. Which two recommendations should the consultant make?

Choose 2 answers

- A. The consultant should enable deep linking in Marketing Cloud Connect configuration.
- B. Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.
- 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 the Sales Cloud.

Answer: A,B ([LEAVE A REPLY](#))

NEW QUESTION: 28

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?

- A. Tokenized Sending
- B. Transparent Data Encryption
- C. Key Management
- D. Field level Encryption

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 29

A Marketing Cloud admin has been asked to Include Sales Cloud data in their queries. Which feature would allow this functionality?

- A. CloudPages
- B. Journey Builder
- C. Synchronized Data Sources
- D. Query Studio

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 30

Northern Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products.

What is the best way to facilitate this within Contact Builder?

- A. Create three distinct Attribute Groups that link each data extension directly to Contacts.
- B. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.
- C. Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.
- D. Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 31

A Marketing Cloud admin needs to warm their accounts Dedicated IP.

What option for segmentation aligns with the IP Warming process?

- A. Segment to those recipients receiving text email versions first
- B. Segment subscribers with soft bounces in their own dedicated send
- C. Segment by geographic region as after-hours sends will be marked as spam
- D. Segment by domain to limit number of sends to each email provider

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 32

Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer after an online purchase is made.

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

- A. Email Form Content Block
- B. CloudPage forms Content Block
- C. Dynamic Content Block
- D. Reference Content Block

Answer: A (LEAVE A REPLY)

NEW QUESTION: 33

Which three statements should be considered before using Goals in Journey Builder?

Choose 3 answers

- A. Each contact is assigned an individual goal.
- B. Contacts are evaluated against the goal after a wait activity.
- C. Goals can act as exit criteria.
- D. Goals are created to evaluate journey performance.
- E. Goal target statistics are stored in a data extension.

Answer: B,C,D (LEAVE A REPLY)

NEW QUESTION: 34

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?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 35

Northern Trail Outfitters wants to send a custom survey to customers asking about their experience following a recent purchase.

Which feature should be used to create a survey form?

- A. MobileConnect
- B. Content Builder
- C. Smart Capture
- D. Profile Center

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 36

A Marketing Cloud admin is configuring the Marketing Cloud data model for the first time. Journey Builder with of messages being sent to customers, based on if there has been an order or not. There are two existing data model Orders:

- Customers contains information about subscribers including Email Address, First Name, Last name.
- Orders contains information about the orders and includes the unique identifier of the customer In which two ways should the admin configure Data Designer to allow this data to be used within a Journey?

Choose 2 answers

- A. Link the Orders data extension to the Customers data extension using a Many-to-Many relationship
- B. Link the Customers data extension to the data model using Email Address
- C. Link the Orders data extension to the Customers data extension using a One-to-Many relationship
- D. Link the Customers data extension to the data model using Customer ID

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 37

Northern Trail Outfitters has noticed an issue with their sends today.

Which two links in Setup Home could be used to troubleshoot the issue?!

Choose 2 answers

- A. Help and Training
- B. Create Support Case
- C. System Status
- D. Failed Sends

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 38

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?

- A. Status is changed to Active and the bounce count is unchanged
- B. Status is changed to Held for 72 hours and the bounce count is set to Zero
- C. Status remains as Bounced the bounce count is unchanged
- D. Status is changed to Active and the bounce count is set to Zero

Answer: [\(SHOW ANSWER\)](#)

NEW QUESTION: 39

Northern Trail Outfitters runs a nightly automation consisting of a File Transfer and a File Import. Following an update from the engineering team, the automation began failing. The Marketing Cloud admin suspects the CSV file now has an invalid format.

How could the admin receive a file of the bad data rows to confirm this theory?

- A. Update the Import definition to include a notification email address
- B. Update the automation to include a notification email address for Runtime Errors
- C. Move the Import definition to its own automation and include a notification email address
- D. Move the File Transfer to its own automation and include a notification email address

Answer: [A \(LEAVE A REPLY\)](#)

NEW QUESTION: 40

As part of their brand guidelines, Northern Trail Outfitters (NTO) uses a custom brand font for all print marketing materials. NTO wants to use their custom brand font in email as well.

What is the recommended best practice for font usage in email?

- A. Edit an email's HTML to list the custom brand font in the style tag's font-family property.
- B. Build an email using multiple images, with all text saved in the brand font.
- C. Build an email as one image, with all text saved in the brand font.
- D. Use a web-safe font for text that closely matches the brand's custom font.

Answer: [D \(LEAVE A REPLY\)](#)

NEW QUESTION: 41

NTO wants to copy journeys across business units.

What could be used to replicate journey structure so it can be easily recreated in another account?

- A. Journey Templates
- B. Journey Extracts
- C. Copy activities
- D. Deployment Manager

Answer: [D \(LEAVE A REPLY\)](#)

NEW QUESTION: 42

Which Product enables a Marketing Cloud admin to observe customer behavior, build performance profiles and deliver the next best content?

- A. Audience Builder

- B. Einstein Email Recommendations
- C. Content Builder
- D. Einstein Send Time Optimization

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 43

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. General tracking data at the job level
- B. Contact data in sendable data extensions
- C. Contact data in non-sendable data extensions
- D. Contact-specific data at the job level

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 44

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?

- A. Content Builder Settings
- B. Account Settings
- C. Campaign Settings
- D. Emails Studio Settings

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 45

Northern Trail Outfitters wants to expand their use of Marketing Cloud to business users who spend their day in Sales Cloud, without granting access to Marketing Cloud directly.

What feature should be used?

- A. Distributed Marketing
- B. Distributed Sending
- C. Marketing Cloud Connect

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 46

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 (LEAVE A REPLY)

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NEW QUESTION: 47

A Marketing Cloud admin notices Individual Email Results are NOT being pushed back into Sales Cloud for a particular end. The admin of Marketing Cloud Connect is functioning properly.

What should the admin confirm about the data extension?

- A. The data extension is located in the Synchronized Data Extensions folder.
- B. The data extension is located in the Salesforce Data Extensions folder.
- C. The wind relationship links SubscriberKey to Subscribers on Email Address
- D. The triggeredSendDataExtension data extension template was used.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 48

A restaurant supply company captures email subscribers and leads through trade shows. They hold a giveaway at each trade show to entice booth visitors to leave their contact information. In the past, they have used a fishbowl to capture business cards, but need to update this to an online sweepstakes entry vehicle displayed on a mounted tablet. Individuals should only be allowed to enter once, and the winner will be selected randomly. All entrants receive a follow-up email after the trade show asking them to confirm their opt-in for a monthly newsletter.

Which two components are appropriate for this solution?

Choose 2 answers

- A. Microsite with Smart Capture to store entrants on a data extension.
- B. Data Extension with double opt-in status defined.
- C. Microsite with Web Collect to store entrants on a data extension.
- D. Send Email Activity with a link to a subscription center.

Answer: (SHOW ANSWER)

NEW QUESTION: 49

Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.

Which two actions should NTO take in order to create Send Classifications?

Choose 2 answers

- A. Define a Subscriber -specific From Name.
- B. Define a Sender Profile.
- C. Define a Delivery Profile.
- D. Define custom Reply Mail Management.

Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 50

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?

- A. IP Allowlist
- B. Single Sign on Authentication
- C. Field Level Encryption
- D. Advanced Audit Trail

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 51

A Consultant has a data extension that contains all current product information. The customer wants to refresh data each morning by importing a CSV containing today's product catalog.

The product catalog is never the same; products can be added and removed. Which import type should be used?

- A. Add Only
- B. Add/Update
- C. Update Only
- D. Overwrite

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 52

A Marketing Cloud admin is asked to append an Urchin Tracking Module (UTM) variable string to links in emails.

What functionality would allow this?

- A. Web Analytics Connector
- B. Web and Mobile Analytics
- C. Personalization Builder
- D. Advertising Studio

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 53

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?

- A. Single Sign on Authentication
- B. IP Whitelisting
- C. Field Level Encryption
- D. Advanced Audit Trail

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 54

A Marketing Cloud admin wants to check the status of a salesforce contacts in All Subscribers. The account is connected to their salesforce org via Marketing Cloud Connect.

Which subscriber key should be used to search for the contact in All Subscribers?

- A. Email Address
- B. 18-digit Contact ID
- C. Numeric Subscriber ID
- D. 15-digit contact ID

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 55

Northern Trail Outfitters (NTO) uses data extensions for all of their email audiences. A customer reports they unsubscribed several week-end ago, but continue to receive NTO's daily digest at their old address. NTO's Marketing cloud Admin has confidently deleted them from present in the appropriate data extension.

What consideration could account for this behavior?

- A. Data retention settings were incorrect in the data extension.
- B. Contact Builder was not configured properly.
- C. The email address in All Subscribers is prioritized.
- D. The data extension was not configured as sendable.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 56

Northern Trail Outfitters uses Marketing Cloud Connect to leverage Sales Cloud data in their journeys. a user recently reported the data coming from Sales Cloud is NOT up to date.

Where should the Marketing Cloud admin begin troubleshooting?

- A. Contact Builder > Synchronized Data Extensions
- B. Contact Builder > Data Sources
- C. Email Studio > Synchronized Data Extensions
- D. Automation Studio > File Transfers

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 57

Northern Trails Outfitters uses Doubleclick Bid Manager, Facebook Ads, and Google Analytics to manage advertising spend. They want to combine these data sources with Marketing Cloud's API to identify their most effective campaigns.

What feature should be recommended?

- A. Google Marketing Platform
- B. Interaction Studio
- C. Einstein AI
- D. Datorama

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 58

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?

- A. Add [PREVIEW] to the subject line validation list
- B. Require several campaign approvals
- C. Wrap the subject line with AMPscript
- D. Use Proof instead of [PREVIEW]

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 59

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?

- A. Choose Public App Integration during the installation
- B. License all appropriate users within the installed package
- C. Configure the API Integration to allow all users access
- D. Install App-appropriate business units for expanded access

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 60

A customer needs to link demographic information to its contact model in Contact Builder. What type of relationship should be used?

- A. One -to -One Relationship
- B. Many -to -Many Relationship
- C. Many -to -One Relationship
- D. One -to -Many Relationship

Answer: D ([LEAVE A REPLY](#))

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