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Salesforce CRT-250

Salesforce Marketing Cloud Administrator Certification Questions & Answers

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CRT-250

Salesforce Certified Marketing Cloud Administrator

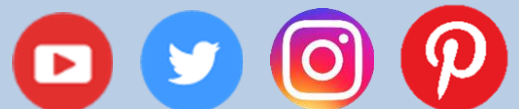**60 Questions Exam – 67% Cut Score – Duration of 105 minutes**

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Discover More about the CRT-250 Certification

Are you interested in passing the Salesforce CRT-250 exam? First discover, who benefits from the CRT-250 certification. The CRT-250 is suitable for a candidate if he wants to learn about Salesforce Administrator. Passing the CRT-250 exam earns you the Salesforce Certified Marketing Cloud Administrator title.

While preparing for the CRT-250 exam, many candidates struggle to get the necessary materials. But do not worry; your struggling days are over. The CRT-250 PDF contains some of the most valuable preparation tips and the details and instant access to useful **CRT-250 study materials just at one click**.

Salesforce CRT-250 Marketing Cloud Administrator Certification Details:

Exam Name	Salesforce Marketing Cloud Administrator
Exam Code	CRT-250
Exam Price	Registration fee: USD 200 Retake fee: USD 100
Duration	105 minutes
Number of Questions	60
Passing Score	67%
Recommended Training / Books	**Administer Marketing Cloud** **Google Analytics 360 for Marketing Cloud** **Prepare for your Marketing Cloud Administrator Certification Exam (CRT250)**
Schedule Exam	**Kryterion Webassessor**
Sample Questions	**Salesforce CRT-250 Sample Questions**
Recommended Practice	**Salesforce Certified Marketing Cloud Administrator Practice Test**

CRT-250 Syllabus:

Section	Objectives	Weight
Digital Marketing Proficiency	- Describe governance and compliance in relation to digital marketing. - Recognize security best practices for data, permissions, and PII.	**13%**

Section	Objectives	Weight
	- Describe Marketing Cloud product inventory and product offerings.	
Subscriber Data Management	- Given a scenario, describe the contact model. - Given a scenario, evaluate data quality. - Explain preference and profile center concepts.	**18%**
Setup	- Given a scenario, implement the configuration of business units, users/permissions, and security/passwords. - Given a scenario, determine how to configure integrations. - Describe the features in Setup Home. - Describe Marketing Cloud extension products.	**38%**
Channel Management	- Given a scenario, describe the configuration of Mobile Studio. - Given a scenario, describe the configuration of Email Studio. - Given a scenario, describe the configuration of Social Studio and Advertising Studio. - Explain the concepts and typical use cases of Journey Builder.	**16%**
Maintenance	- Given a scenario, describe solutions for data extraction and report generation. - Given a scenario, monitor a Marketing Cloud account and provide system availability. - Given a scenario, evaluate benefits of additional Marketing Cloud products.	**15%**

Broaden Your Knowledge with Salesforce CRT-250 Sample Questions:

Question: 1

Setup Assistant provides information and resources for configuring a new Marketing Cloud account. Which two topics does Setup Assistant cover?

Choose 2 answers

  a) Setting up the Data Structure
  b) Enabling Mobile Connect
  c) Configuring Journey Builder
  d) Managing the Enhanced SFTP

Answer: a, d

Question: 2

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

Question: 3

A Marketing Cloud admin has been asked to grant full administrator permissions to a new user. Which two standard roles should be selected for the new user?

Choose 2 answers

- a) Administrator
- b) Marketing Cloud Administrator
- c) Marketing Cloud Security Administrator
- d) Data Manager

Answer: a, b

Question: 4

Which two data structures could be configured to appear in the out-of-the-box Subscription center?

Choose 2 answers

- a) Data Extensions
- b) Groups
- c) Publication Lists
- d) Lists

Answer: a, d

Question: 5

What are entry source types for Journey Builder?

- a) Data Extension, CloudPages, Email List, API Event
- b) Data Extension, Email List, API Event, Date Based Event
- c) Data Extension, Salesforce Community, GA360, Email List
- d) Data Extension, Audience Studio, API Event, Date Based Event

Answer: d

Question: 6

When customers use the Marketing Cloud default Profile Center link to unsubscribe it causes users to not receive emails from any other business unit. What could explain this behavior?

a) Data in data extensions corresponding to the customer
b) The user Is getting deleted from the AN Subscribers list
c) The user gets Added to a blocklist that causes an Enterprise level unsubscribe
d) Is removed Business unit unsubscribe setting causes an Enterprise level unsubscribe

Answer: b

Question: 7

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) Contact data in sendable data extensions
b) Contact-specific data at the job level
c) Contact data in non-sendable data extensions
d) General tracking data at the job level

Answer: c, d

Question: 8

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 at the user settings.

What action should correct the issue?

a) Apply the administrator and Marketing Cloud Administrator permission sets to user
b) Reset al passwords to force new tokens
c) Apply the Marketing Cloud for AppExchange User option as well
d) Apply the appropriate user mappings in the CRM configuration

Answer: c

Question: 9

Which three considerations should be made when setting up Distributed Marketing?

Choose 3 answers

a) Messages can be sent to Contacts, Leads, and Person Accounts.
b) Business users can select any email at time of send.
c) The DM administrator Profile is required to access Distributed Marketing.
d) A journey can be connected to one or more Campaigns.
e) Default options can be set up for the greeting in the email.

Answer: a, b, d

Question: 10

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process?

Choose 2 answers

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

Answer: a, d

Avail the Study Guide to Pass Salesforce CRT-250 Marketing Cloud Administrator Exam:

- Find out about the CRT-250 syllabus topics. Visiting the official site offers an idea about the exam structure and other important study resources. Going through the syllabus topics help to plan the exam in an organized manner.

- Once you are done exploring the **CRT-250 syllabus**, it is time to plan for studying and covering the syllabus topics from the core. Chalk out the best plan for yourself to cover each part of the syllabus in a hassle-free manner.

- A study schedule helps you to stay calm throughout your exam preparation. It should contain your materials and thoughts like study hours, number of topics for daily studying mentioned on it. The best bet to clear the exam is to follow your schedule rigorously.

- The candidate should not miss out on the scope to learn from the CRT-250 training. Joining the Salesforce provided training for CRT-250 exam helps a candidate to strengthen his practical knowledge base from the certification.
- Learning about the probable questions and gaining knowledge regarding the exam structure helps a lot. Go through the **CRT-250 sample questions** and boost your knowledge
- Make yourself a pro through online practicing the syllabus topics. CRT-250 practice tests would guide you on your strengths and weaknesses regarding the syllabus topics. Through rigorous practicing, you can improve the weaker sections too. Learn well about time management during exam and become confident gradually with practice tests.

Career Benefits:

- Passing the CRT-250 exam, helps a candidate to prosper highly in his career. Having the certification on the resume adds to the candidate's benefit and helps to get the best opportunities.

Here Is the Trusted Practice Test for the CRT-250 Certification

VMExam.Com is here with all the necessary details regarding the CRT-250 exam. We provide authentic practice tests for the CRT-250 exam. What do you gain from these practice tests? You get to experience the real exam-like questions made by industry experts and get a scope to improve your performance in the actual exam. Rely on VMExam.Com for rigorous, unlimited two-month attempts on the **CRT-250 practice tests**, and gradually build your confidence. Rigorous practice made many aspirants successful and made their journey easy towards grabbing the Salesforce Certified Marketing Cloud Administrator.

Start Online practice of CRT-250 Exam by visiting URL
https://www.vmexam.com/salesforce/crt-250-salesforce-marketing-cloud-administrator