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consultants in strategy, HR, culture, and (https://www.passsureexam.com/C_ARSCC_2208-pass4sure-exam-dumps.html) other areas, No longer do organizations require only an email system, but they now require a high level of system availability [Reliable C_ARSCC_2208 Exam Topics](#) and resilience and other messaging and unified communications functionality.

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Salesforce Marketing-Cloud-Advanced-Cross-Channel Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Triggers: This area covers SOAP• REST API capabilities. Proficiency here reflects the ability of Salesforce Marketing Cloud Practitioners to integrate triggers that enable automated, dynamic interactions for seamless customer experiences.

Topic 2	<ul style="list-style-type: none"> Social Studio: Social Studio functionality, configuration, and social customer service strategies are covered here. Demonstrating competence in managing social engagements will validate a practitioner's ability to support robust cross-channel strategies.
Topic 3	<ul style="list-style-type: none"> Einstein for Marketing Cloud: The topic focuses on advanced understanding of Einstein capabilities, configurations, and differentiations. This tests proficiency of Salesforce Marketing Cloud Practitioners in using AI-powered tools to personalize and optimize Marketing Cloud initiatives.
Topic 4	<ul style="list-style-type: none"> Mobile (SMS) Push: This section evaluates expertise in MobileConnect, MobilePush, and GroupConnect, along with integration options like WhatsApp. Mastering mobile configuration and Mobile Studio functionalities will demonstrate cross-channel communication proficiency of Salesforce Marketing Cloud Practitioners.
Topic 5	<ul style="list-style-type: none"> Distributed Marketing: This topic focuses on features and sending options. Highlighting expertise in streamlining distributed campaigns showcases efficiency of Salesforce Marketing Cloud Practitioners in empowering localized marketing within a centralized platform.
Topic 6	<ul style="list-style-type: none"> Ad Studio: Ad Studio capabilities, such as audience targeting and integration with advertising platforms, are critical here. Salesforce Marketing Cloud Practitioners showcase the ability to align paid media efforts with Salesforce Marketing Cloud for optimized campaigns.
Topic 7	<ul style="list-style-type: none"> Interaction Studio: Mastering Interaction Studio capabilities ensures expertise in real-time personalization and customer interaction strategies, aligning marketing efforts with customer needs across all touchpoints.

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Salesforce Marketing Cloud Advanced Cross Channel Sample Questions (Q61-Q66):

NEW QUESTION # 61

How does social studio unify anonymous and known identities?

- A. social networking
- B. Deterministic matching

Answer: B

Explanation:

Social Studio unifies anonymous and known identities primarily through deterministic matching. This technique uses definite, unique identifiers (like email addresses, usernames, or phone numbers) that are associated with social media profiles and other customer data sources. By matching these identifiers, Social Studio can merge and maintain a unified view of a customer's interactions across different platforms, effectively linking anonymous browsing data with known customer profiles. This process ensures that the insights derived from social interactions are accurately attributed to the correct individual, enhancing the relevance and personalization of marketing efforts.

NEW QUESTION # 62

send multiple emails over a period of 3 months with link to download mobile app. If link clicked then send app feature emails else same mails to download mobile app after every 3 days. How would you design this Multiple select?

- A. use journey with email activities and engagement split activity
- B. use query activity to query _ click and use contact data in journey.
- C. use contact designer
- D. use Journey data and not contact data

Answer: A

Explanation:

To implement a campaign that sends multiple emails over three months, with conditional content based on link interaction:

- * A. Use journey with email activities and engagement split activity: This setup in Journey Builder allows for the sending of initial emails and then uses an engagement split based on whether the recipient clicked the link. If the link is clicked, the journey continues with emails about app features. If not, it reiterates the download email every three days using a wait activity and looping back to the same email until the link is clicked or the time period ends.

NEW QUESTION # 63

What is the fastest way to add a classification to a post?

- A. Add classification manually to each post.
- B. Classification cannot be added to a post
- C. Macro

Answer: C

Explanation:

Understanding Classifications and Macros:

Classifications: In Social Studio, classifications are tags or labels you apply to posts to categorize them (e.g., sentiment, product, campaign, etc.). They are essential for analysis and reporting.

Macros: Macros are pre-defined sets of actions that can be applied to posts with a single click. They automate repetitive tasks.

Why Macros are the Fastest:

Automation: Macros are designed for efficiency. You can create a macro that applies a specific classification (or a set of classifications) to a post automatically.

One-Click Application: Instead of manually selecting the classification from a dropdown menu for each post, you simply select the post(s) and apply the relevant macro.

How to Use Macros for Classifications:

Create a Macro: In Social Studio, go to "Admin" then find "Macros" under your workspace. Create a new macro and name it appropriately (e.g., "Classify as Positive Sentiment").

Define Macro Actions: Within the macro, add an action to "Set Classification." Choose the desired classification tag(s).

Apply the Macro: In Engage, select the post(s) you want to classify. From the action menu, choose your macro.

Why Other Options Are Incorrect:

B. Add classification manually to each post: While you can add classifications manually, it's time-consuming, especially when dealing with a large volume of posts.

C. Classification cannot be added to a post: This is incorrect. Classifications are a fundamental part of organizing and analyzing social data in Social Studio.

In Summary:

Macros provide the fastest way to add classifications to posts in Social Studio because they automate the process, allowing you to apply classifications with a single click. Therefore, A. Macro is the correct answer.

NEW QUESTION # 64

What is the fastest way to add a classification to a post?

- A. Add classification manually to each post.
- B. Classification cannot be added to a post
- C. Macro

Answer: C

Explanation:

The fastest way to add a classification to a post in Social Studio is by using Macros. Macros allow you to apply preset actions, including classifications, to posts quickly. This method is much more efficient than manually adding classifications to each post individually.

NEW QUESTION # 65

What are two ways Real-time Interaction Management (RTIM) with Interaction Studio helps marketers to personalize the customer experience?

- A. Data Storage
- B. Next Best Action
- C. **Orchestration**
- D. Data Aggregation

Answer: C,D

NEW QUESTION # 66

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