

# Download AP-214 Pdf Exam Instant Download | Updated AP-214: Marketing Cloud Advanced Cross Channel Accredited Professional



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## Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q88-Q93):

### NEW QUESTION # 88

On which social channel can users create ad audiences?

- A. Tiktok
- B. Twitter (X)
- C. Houzz
- **D. Instagram**

**Answer: D**

### NEW QUESTION # 89

What is the prerequisite to create advertising studio audience:

- A. Set user opt in data.
- B. There is no prerequisite as all setup is done.
- C. Create advertising/business account on the required and network and setup the ad account integration in MC

**Answer: C**

### NEW QUESTION # 90

Events and journeys have a close relationship. When a contact takes action with a marketing message or system, Marketing Cloud creates an event instance with associated properties.

Which are three methods in which Entry Events initiate journeys in Journey Builder?

- A. Changes to a contact's attributes
- B. Contact actions in response to marketing messages
- C. Data retention policies
- D. Data-modifications to a contact's profile information
- E. Status change through contact deletion operation

**Answer: A,B,C**

### NEW QUESTION # 91

In social studio how many columns are used in a engage tab (max 30 tabs in a engage, no limit for columns in each tab) and each column contains max 50 accounts)

- A. 0
- B. 1
- C. No limit
- D. 2

**Answer: C**

### NEW QUESTION # 92

What user permission is required to configure SSO in social studio.

- A. full user
- B. limited user
- C. custom user
- D. Super user

**Answer: D**

Explanation:

\* Understanding SSO and its Importance:

\* SSO (Single Sign-On):SSO allows users to access multiple applications (like Social Studio) with a single set of credentials. It's a critical security and administrative feature.

\* Security Implications:Configuring SSO involves integrating Social Studio with your organization's identity provider. This requires high-level permissions due to its impact on security and user access.

\* Super User Role:

\* Highest Level of Access:In Social Studio, the "Super User" role is the highest level of administrative access. Super Users have full control over the account, including all settings related to security, user management, and integrations.

\* Why Super User is Needed for SSO:Because SSO configuration touches upon core security settings, it's restricted to Super Users to prevent unauthorized changes.

\* Other Roles and Their Limitations:

\* B. Full User:Full Users have broad access within workspaces but lack the administrative privileges to configure account-level settings like SSO.

\* C. Custom User:Custom User roles are defined with specific permissions. While you could theoretically create a custom role with

SSO configuration access, it's generally not recommended and the Super User role is the standard for this task.

\* D. Limited User: Limited Users have the most restricted access, primarily for viewing content within workspaces. They definitely don't have SSO configuration permissions.

In Summary:

Configuring SSO in Social Studio requires the highest level of administrative access, which is granted by the A. Super User role.

## NEW QUESTION # 93

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