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Salesforce AP-214 Exam Syllabus Topics:

Section	Objectives
	- Multi-channel messaging • 1. SMS and push notification integration concepts • 2. Triggered and transactional messaging
Topic 1: Email and Messaging Execution	- Email Studio operations • 1. Send classification and deliverability rules • 2. Content creation and AMPscript basics - Journey Builder configuration • 1. Entry sources and audience segmentation • 2. Decision splits and engagement logic
Topic 2: Cross-Channel Journey Design	- Customer lifecycle orchestration • 1. Multi-step journey optimization • 2. Personalization strategies across channels - Performance measurement • 1. A/B testing and optimization strategies • 2. Campaign analytics and reporting
Topic 3: Automation and Optimization	- Automation Studio workflows • 1. Scheduled vs event-driven automation • 2. Import, query, and segmentation automation

- Data management and integration

- 1. API and system integrations
- 2. Data Extensions and relational data design

Topic 4: Marketing Cloud Core Architecture

- Salesforce Marketing Cloud ecosystem components

- 1. Email Studio, Journey Builder, Automation Studio overview
- 2. Contact data model and Contact Builder fundamentals

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Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q98-Q103):

NEW QUESTION # 98

What does Priority in an in App message determine?

- A. If the priority is set to 1, then the user's device will vibrate to let them know
- **B. Which message shows first when the user opens the app, when multiple-inapp messages are present on the user's device**
- C. Where on the screen (top, middle, bottom) the in-app message should appear
- D. Which message shows first in the lock-screen or notification tray, when the user receives multiple push notifications to their device

Answer: B

NEW QUESTION # 99

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 # 100

What is true about Einstein Engagement Scoring (EES)?

- A. EES takes into account custom unsubscribe handling
- B. EES analyzes all send data from Marketing Cloud
- C. EES requires Collect Code Tracking for web conversion predictions
- D. EES can import historical purchase data to drive conversion predictions

Answer: D

NEW QUESTION # 101

What is true about Inbox message:

- A. Contact owns the message not the device.
- B. Device owns the message not the contact.
- C. Alert+inbox consume 1 supermessage.
- D. It can open any public url also and not only cloud page

Answer: B

NEW QUESTION # 102

Which two use cases are best suited for the new MC Transactional Messaging API?

- A. Subscription reminders
- B. Flash Sales
- C. Password Resets
- D. Order confirmations

Answer: C,D

NEW QUESTION # 103

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