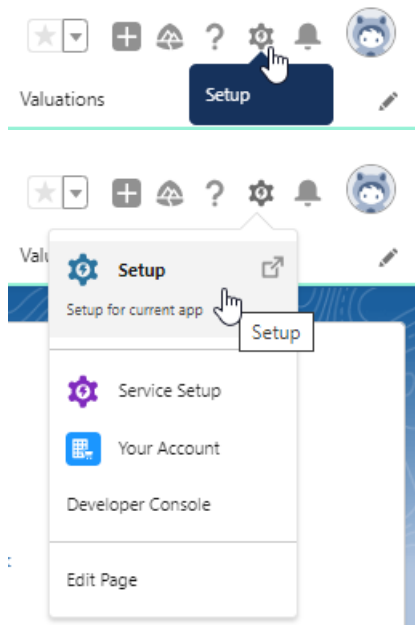


# Assigning Whole of Market Permissions

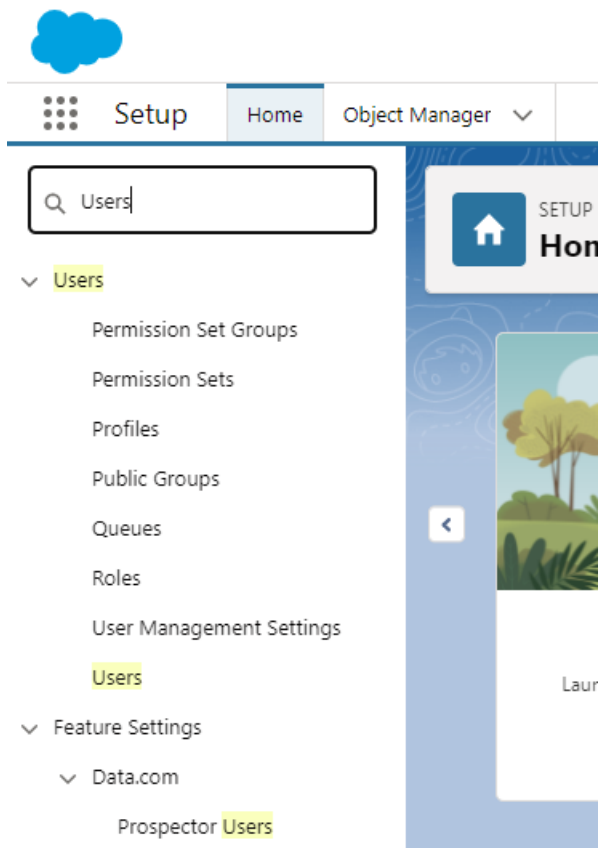
16/06/2025 3:51 pm BST

As an Administrator, you are able to enable Whole of Market Mode for users.

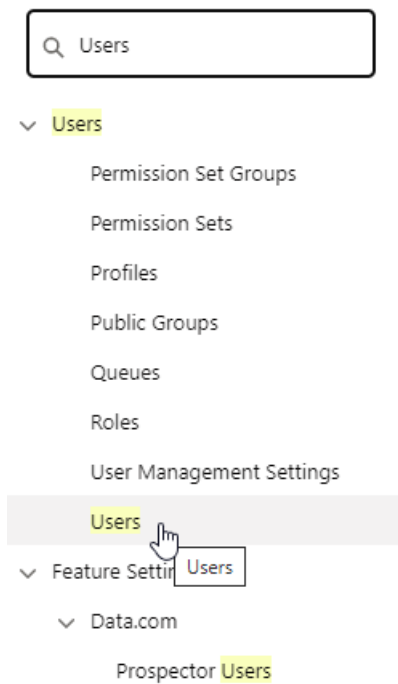
Navigate to Setup at the top right of the screen:



Type **Users** into the **Quick Find** box



Click **Users** under **Users**:



Click into the user you would like to allocate the permission to:

SETUP

Users

All

Help for this Page

On this page you can create, view, and manage users.

In addition, download SalesforceA to view and edit user details, reset passwords, and perform other administrative tasks from your mobile devices: [iOS](#) | [Android](#)

View: 

All

[Create New View](#)

New UserReset Password(s)Add Multiple Users

| <input type="checkbox"/> | Action               | Full Name ↑      | Alias | Username                              | Last Login        | Role | Active | Profile                          | Manager |
|--------------------------|----------------------|------------------|-------|---------------------------------------|-------------------|------|--------|----------------------------------|---------|
| <input type="checkbox"/> | <a href="#">Edit</a> | User_Integration | integ | integration@00d0c0000000m9uao.com     |                   |      | ✓      | Analytics Cloud Integration User |         |
| <input type="checkbox"/> | <a href="#">Edit</a> | User_Security    | sec   | insightsecurity@00d0c0000000m9uao.com |                   |      | ✓      | Analytics Cloud Security User    |         |
| <input type="checkbox"/> | <a href="#">Edit</a> | User User        | UUser | test-v2p3vvkxelo2@example.com         | 15/11/2021, 18:35 |      | ✓      | System Administrator             |         |

New UserReset Password(s)Add Multiple Users

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Other [All](#)

Edit:

SETUP

Users

User

User User

[Permission Set Assignments \(4\)](#) | [Permission Set Assignments: Activation Required \(0\)](#) | [Permission Set Group Assignments \(1\)](#) | [Permission Set License Assignments \(0\)](#) | [Personal Groups \(0\)](#) | [Public Group Membership \(0\)](#) | [Managers in the Role Hierarchy \(0\)](#) | [OAuth Connected Apps \(2\)](#) | [Third-Party Account Links \(0\)](#) | [Installed Mobile Apps \(0\)](#) | [Authentication Settings for External Systems \(0\)](#) | [Login History \(12\)](#)

User Detail

EditSharingChange Password

Edit

|                                 |   |                                   |  |
|---------------------------------|---|-----------------------------------|--|
| Name                            | User User                                       | Role                              |  |
| Alias                           | UUser   | User License                      | Salesforce                                 |
| Email                           | <a href="#">test-v2p3vvkxelo2@example.com</a>   | Profile                           | System Administrator                       |
| Username                        | <a href="#">test-v2p3vvkxelo2@example.com</a>   | Active                            | ✓  |
| Nickname                        | <a href="#">test-v2p3vvkxelo2@example.com</a>   | Marketing User                    | ✓  |
| Title                           |   | Offline User                      | ✓  |
| Company                         | BUILD_3.27.0.1                                  | Knowledge User                    | <input type="checkbox"/>                   |
| Department                      |   | Flow User                         | <input type="checkbox"/>                   |
| Division                        |   | Service Cloud User                | <input type="checkbox"/>                   |
| Address                         | GB  | Site.com Contributor User         | <input type="checkbox"/>                   |
| Time Zone                       | (GMT+00:00) Greenwich Mean Time (Europe/London) | Site.com Publisher User           | <input type="checkbox"/>                   |
| Locale                          | English (United Kingdom)                        | WDC User                          | <input type="checkbox"/>                   |
| Language                        | English   | Mobile Push Registrations         | <a href="#">View</a>                       |
| Delegated Approver              |   | Data.com User Type                | <a href="#">i</a>                          |
| Manager                         |   | Accessibility Mode (Classic Only) | <input type="checkbox"/> <a href="#">i</a> |
| Receive Approval Request Emails | Only if I am an approver                        | Debug Mode                        | <input type="checkbox"/> <a href="#">i</a> |
| Federation ID                   |   | High-Contrast Palette on Charts   | <input type="checkbox"/> <a href="#">i</a> |

Once within the User account, scroll down to **Additional Information**:

**SETUP Users**

User Edit  
User User

Help for this Page ?

User Edit Save Save & New Cancel

General Information ! Required Information

|            |       |                                     |                                     |
|------------|-------|-------------------------------------|-------------------------------------|
| First Name | User  | Role                                | <None Specified>                    |
| Last Name  | User  | User License                        | Salesforce                          |
| Alias      | UUser | Profile                             | System Administrator                |
| Email      |       | Active                              | <input checked="" type="checkbox"/> |
| Username   |       | Marketing User                      | <input checked="" type="checkbox"/> |
| Nickname   |       | Offline User                        | <input checked="" type="checkbox"/> |
| Title      |       | Knowledge User                      | <input type="checkbox"/>            |
| Company    |       | Flow User                           | <input type="checkbox"/>            |
| Department |       | Service Cloud User                  | <input type="checkbox"/>            |
| Division   |       | Site.com Contributor User           | <input type="checkbox"/>            |
|            |       | Site.com Publisher User             | <input type="checkbox"/>            |
|            |       | WDC User                            | <input type="checkbox"/>            |
|            |       | Data.com User Type                  | --None--                            |
|            |       | Data.com Monthly Addition Limit     | 300                                 |
|            |       | Accessibility Mode (Classic Only)   | <input type="checkbox"/>            |
|            |       | High-Contrast Palette on Charts     | <input type="checkbox"/>            |
|            |       | Debug Mode                          | <input type="checkbox"/>            |
|            |       | Send Apex Warning Emails            | <input type="checkbox"/>            |
|            |       | Make Setup My Default Landing Page  | <input checked="" type="checkbox"/> |
|            |       | Quick Access Menu                   | <input checked="" type="checkbox"/> |
|            |       | Development Mode                    | <input type="checkbox"/>            |
|            |       | Show View State in Development Mode | <input type="checkbox"/>            |

Tick the **Whole of Market Mode Permission** box:

**SETUP Users**

End of day 23:00  
Individual

Mailing Address

Street  
City  
State/Province  
Zip/Postal Code  
Country GB

Single Sign On Information

Federation ID

Additional Information

Whole of Market Mode Permission ☒

Locale Settings

Time Zone (GMT+00:00) Greenwich Mean Time (Europe/London)  
Locale English (United Kingdom)  
Language English

Approver Settings

Delegated Approver  
Manager  
Receive Approval Request Emails Only if I am an approver

Save Save & New Cancel

Save:

Save Save & New Cancel

The user can now override the use of a segment and complete Whole of Market research.