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Salesforce Media Cloud Accredited Professional Sample Questions (Q16-Q21):

NEW QUESTION # 16

Which three permission sets should a Consultant add for a newly hired Media Planner user?
Choose 3 answers

- A. Media Cloud Base User
- B. Rule Engine Runtime
- C. MediaCloud Runtime
- D. OmniStudioUser
- E. MediaCloudPlus Runtime

Answer: A,D,E

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

A Media Planner requires permission sets for OmniStudioUser to work with OmniStudio tools, MediaCloudPlus Runtime for ASM features, and Media Cloud Base User to access basic Media Cloud data and features. Rule Engine Runtime and MediaCloud Runtime are more specialized and not strictly required for planners.

Reference:

Media Cloud User Setup Guide

Salesforce Permission Sets for ASM

https://help.salesforce.com/s/articleView?id=sf.media_cloud_user_permissions.htm&type=5

NEW QUESTION # 17

When a media plan is submitted to the ad servers, there is an error related to missing creative or a notification related to a change in the program schedule.

How can this error or notification be made visible on Media Cloud?

- A. Through data present on Media Cloud
- **B. Through real-time integration to ad servers**
- C. Through campaign analytics reports
- D. Through Einstein for Ad Servers

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud leverages real-time integrations with ad servers to surface errors or notifications such as missing creatives or schedule changes directly in the system. This allows users to act promptly based on live data. Reporting and analytics are more historical and do not provide immediate error visibility. Einstein is not specifically designed for ad server error reporting.

Reference:

Media Cloud Ad Server Integration Guide

Real-time Data Handling in ASM

https://help.salesforce.com/s/articleView?id=sf.media_cloud_realtime_integration.htm&type=5

NEW QUESTION # 18

A Media Cloud customer needs to integrate Google Ad Manager (GAM) with an existing middleware system using an integration procedure.

What is the most secure way for a Consultant to implement the authentication and credentialing requirements for the integration, while also minimizing customization?

- A. Implement a custom OAuth to authenticate with middleware, storing credentials in the integration procedure.
- **B. Create a new authentication provider with custom metadata and use it within a named credential.**
- C. Modification on integration procedure is not needed since this is through middleware and the existing named credential is not utilized.
- D. Create a remote action in the integration procedure that calls a custom Apex Class.

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Using a Named Credential with a custom Authentication Provider that stores client credentials in custom metadata ensures secure storage and easy maintenance. This reduces the need for custom OAuth flows in the integration procedure or Apex code, which increases complexity and maintenance.

Reference:

Salesforce Named Credentials and Auth Providers

Media Cloud GAM Integration Best Practices

https://help.salesforce.com/s/articleView?id=sf.media_cloud_named_credential_auth.htm&type=5

NEW QUESTION # 19

A client is looking to adopt a new CRM solution to sell advertising products, starting with their Digital Content line of business. They sell standard digital ad products (digital banners, video inserts).

Using Media Cloud Advertising Sales Management (ASM), what is the most efficient approach for modeling these products?

- A. Create the required characteristics of the products in the Product object and configure the required products using the Product page layout.
- B. Configure an OmniScript that will retrieve the products from Google Ad Manager and will be used in sales processes.
- **C. Configure a product using Product Designer and associate the product to an Ad Space Specification.**
- D. Create a new Salesforce object for the Digital Ad Products specifications, link that object to the Product2 object, and configure the required products using the Product page layout.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Product Designer in Media Cloud allows modeling complex advertising products efficiently by associating them with Ad Space Specifications, ensuring correct mapping to ad inventory. This approach streamlines product configuration for sales users. Creating custom objects or relying solely on Product page layouts is less efficient and lacks native support for media-specific attributes.

Reference:

Media Cloud Product Designer Guide

Advertising Product Modeling Best Practices

https://help.salesforce.com/s/articleView?id=sf.media_cloud_product_designer.htm&type=5

NEW QUESTION # 20

Which core Salesforce object represents a media plan in Advertising Sales Management (ASM)?

- A. Proposal
- B. Media Plan
- **C. Quote**
- D. Opportunity

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Quote object serves as the core representation of a media plan in ASM. Quotes capture the details of proposed ad buys and are central to sales processes. The Media Plan object is more of an extension or custom entity, but Quotes remain the foundational object.

Reference:

Media Cloud ASM Data Model

https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_quote.htm&type=5

NEW QUESTION # 21

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