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Salesforce Media Cloud Accredited Professional Sample Questions (Q13-Q18):

NEW QUESTION # 13

In Advertising Sales Management (ASM), what is the correct order of execution of the pre-built Industries Order Management orchestration plan components?

- A. Create order, create line items, add creative, approve order, activate order
- B. Create line items, create order, add creative, approve order, activate order
- C. Create line items, create order, approve order, activate order, add creative
- **D. Create order, create line items, approve order, activate order, add creative**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The orchestration plan in ASM follows a logical sequence starting with creating the order, then creating associated line items, followed by approval, activation, and finally adding creative assets. This order ensures proper status transitions and fulfillment processes.

Reference:

Media Cloud Industries Order Management Documentation

Salesforce ASM Orchestration Plans

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

NEW QUESTION # 14

A publisher wants to create a media plan that includes linear ads for a specific TV program. Which object should a Consultant use to define this TV program in Media Cloud?

- A. Media Plan Placement
- B. Ad Creative
- **C. Ad Space Specification**
- D. Media Channel

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Ad Space Specification objects define inventory specifications such as TV programs for linear ads. Media Plan Placement represents the booking of ads into those specs. Media Channel is broader, and Ad Creative is related to creative assets, not media inventory.

Reference:

Media Cloud Ad Space Specification

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

NEW QUESTION # 15

Which out-of-the-box custom object is meant to represent sub-deals with their respective details (amount, date, etc.) to be captured?

- **A. QuoteGroup**
- B. QuotePricingAdjustment
- C. QuoteProductRollup
- D. QuoteMember

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The QuoteGroup object in Media Cloud ASM is designed to represent sub-deals within a quote, capturing details like amounts and dates for these groupings. It allows segmentation of quotes into logical deal components. The other objects focus on pricing

adjustments, membership, or product rollups but do not represent sub-deals.

Reference:

Media Cloud ASM Data Model Guide

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

NEW QUESTION # 16

A publishing company has been using media cloud decides that they want to use marketing cloud intelligence for analytics. However, there is an OAuth 2.0 authentication issue when attempting to set up data stream setup in marketing cloud intelligence. Where should a consultant go within Salesforce to ensure that the settings in marketing cloud intelligence are set up correctly?

- A. custom metadata
- **B. named credential**
- C. aut.Provider
- D. connected app

Answer: B

Explanation:

When facing OAuth 2.0 authentication issues during the setup of a data stream in Marketing Cloud Intelligence, checking the Named Credential settings within Salesforce is a critical step. Named Credentials provide a secure way to manage authentication details for external services, ensuring that Salesforce can securely connect to Marketing Cloud Intelligence. By verifying and, if necessary, adjusting the Named Credential settings, the consultant can resolve authentication issues, enabling successful data stream setup and integration between Salesforce and Marketing Cloud Intelligence. Reference: <https://help.salesforce.com/>

NEW QUESTION # 17

An Administrator is mapping a user to Media Cloud personas. In the current role, the user builds media plans from request for proposals (RFPs), reviews past performance to gain insights, and proposes proactive solutions. To which persona should the user be mapped?

- A. Yield Manager
- B. Ad Ops
- C. Designer
- **D. Media Planner**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Media Planner persona is responsible for creating media plans based on RFPs, analyzing past campaign data, and proposing strategic media buys. Yield Managers focus more on inventory optimization, Designers on creative development, and Ad Ops on campaign execution.

Reference:

Media Cloud Persona Mapping Guide

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

NEW QUESTION # 18

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