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Salesforce Media Cloud Consultant Exam Sample Questions (Q99-Q104):

NEW QUESTION # 99
Which two solutions should a consultant recommend to a client who wants to integrate with an ad server other than google ad manager (GAM) to create an ad campaign?

- A. use the out of the box ad server integration
- B. create a custom integration procedure to integrate with the ad server
- C. create a custom solution using apex code

- D. use the out of the box marketing cloud intelligence connector

Answer: B,C

Explanation:
For integrating with an ad server other than Google Ad Manager (GAM) to create an ad campaign, the consultant should recommend:
Creating a custom integration procedure to integrate with the ad server: This involves developing a tailored integration solution that communicates directly with the ad server's APIs, ensuring seamless data exchange and functionality specific to the client's needs.
Creating a custom solution using Apex code: Leveraging Salesforce's powerful programming language, Apex, to build custom logic and integrations that cater specifically to the functionality and workflows required for the ad server integration.
These approaches provide the flexibility and specificity needed to integrate with various ad servers, offering tailored solutions that meet the client's unique requirements.
References:
Salesforce Developer Guide on Integration and APIs: https://developer.salesforce.com/docs/atlas.en-us.api.
meta/api/
Salesforce Apex Developer Guide: https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/

NEW QUESTION # 100
A home store wants to advertise their products on a video streaming service hosted by a publishing company.
How can a consultant ensure that this advertisement is visible to subscribers residing in the united states only?

- A. select the operating system targeting as united states
- B. select united states in the media campaign country
- C. select united states in geo targeting within configure placements
- D. create the media plan under the account with shipping address as united states

Answer: C

Explanation:
To ensure that advertisements are visible only to subscribers residing in the United States on a video streaming service, a consultant should use geo-targeting options within the advertisement configurations. By selecting the United States in geo-targeting within the configure placements setting (D), the consultant can specify that the ad should only be shown to users whose IP addresses indicate they are in the United States.
This approach effectively filters the audience based on geographic location, ensuring that the ad reaches the intended demographic.References:
https://www.salesforce.com/products/media-cloud/overview/
https://help.salesforce.com/

NEW QUESTION # 101
A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require Sales Representatives and Media Planners to sell their digital ad products with targeting selections for geo targeting, day/time targeting, content targeting, and user's OS targeting.
Which type of targeting is available with Media Cloud?

- A. User's OS Targeting
- B. Content Targeting
- C. Geo Targeting
- D. Day/Time Targeting

Answer: C

Explanation:
Media Cloud supports Geo Targeting as part of its standard digital ad targeting capabilities, allowing advertisers to specify geographic locations for their ads. Content Targeting, Day/Time Targeting, and User's OS Targeting are generally managed by the Ad Server or external DSP platforms, not Media Cloud out-of-the- box.
References:
Media Cloud Digital Ad Targeting Features
Salesforce Media Cloud Product Guidehttps: //help.salesforce.com/s/articleView?id=sf.media_cloud_targeting.htm&type=5

NEW QUESTION # 102
While integrating the media plan with ad servers some of the integrations need to be configured as synchronous interfaces. Which two options should be configured as bi-directional synchronous interface?

- A. campaign reporting from ad server
- B. campaign performance feed to CPQ
- C. activate campaign in ad server
- D. check ad inventory in ad server

Answer: C,D

Explanation:
In the context of integrating a media plan with ad servers, certain integrations should be configured as bi-directional synchronous interfaces. These include "Activate Campaign in Ad Server" (A) and "Check Ad Inventory in Ad Server" (D). Synchronous interfaces ensure that actions taken in Media Cloud (like activating a campaign) are instantly reflected in the ad server, and checking ad inventory happens in real-time, providing up-to-date availability data.References:
https://help.salesforce.com/
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 103
During a google ad manager (GAM) order orchestration, which two steps does a media planner need to complete manually in the GAM server?

- A. associate the creatives to a line item in GAM
- B. check if creatives are loaded in GAM
- C. check availability of inventory in GAM
- D. create order in GAM

Answer: A,B

Explanation:
During a Google Ad Manager (GAM) order orchestration, a media planner needs to complete some steps manually in the GAM server, including associating the creatives to a line item in GAM (A) and checking if creatives are loaded in GAM (D). These manual steps are necessary because they involve specific actions within the GAM interface that require human intervention, such as verifying creative assets and ensuring they are correctly linked to the appropriate ad campaign line items.References:
https://support.google.com/admanager/answer/179039?hl=en
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 104
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