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Salesforce Sales Cloud Consultant certification exam is designed for professionals who are looking to validate their sales cloud expertise. Sales Cloud Consultant exam is intended for individuals who have experience in the sales field, as well as those who have a strong knowledge of Salesforce Sales Cloud. Salesforce Certified Sales Cloud Consultant certification exam is administered by four-choice, which is one of the most widely used computerized multiple-choice (MCQ) questions in the world.

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Salesforce Media Cloud Consultant Exam Sample Questions (Q15-Q20):

NEW QUESTION # 15

When using advertising sales management (ASM), what are the two recommended ways to integrate with Google Ad Manager (GAM) to retrieve information, such as inventory management, or to publish a campaign to GAM?

- A. dataRaptors on Interface Tables
- B. Pre-Built orchestration plan
- C. check availability integration procedure
- D. apex callable interfaces

Answer: B,C

Explanation:

When integrating Advertising Sales Management (ASM) with Google Ad Manager (GAM), two recommended ways include using the Check Availability Integration Procedure (A) and Pre-Built Orchestration Plan (D). The Check Availability Integration ensures real-time verification of ad inventory against the planned campaigns, preventing overbooking and optimizing ad space utilization. The Pre-Built Orchestration Plan provides a structured workflow for integrating with GAM, facilitating seamless campaign publishing and data synchronization between Salesforce and GAM.

References:

<https://help.salesforce.com/>

<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 16

AB2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require a Sales Representative persona to be created for their users. Which three types of permission sets are required for a persona to be present in an environment?

- A. Media Cloud Base User
- B. OmniStudioAdmin
- C. Rule Engine Runtime
- D. DocGenIndCmeDesignerUser
- E. OmniStudioUser

Answer: A,C,E

Explanation:

For creating a Sales Representative persona in a Salesforce environment, particularly for managing advertising sales business, the following three types of permission sets are required:

Media Cloud Base User: This permission set provides foundational access to Media Cloud functionalities necessary for sales representatives.

OmniStudioUser: Grants access to OmniStudio tools, enabling sales representatives to utilize these tools for designing and executing customer engagements.

Rule Engine Runtime: Essential for allowing sales representatives to execute processes and rules defined within the Media Cloud environment, supporting decision-making and sales activities.

These permission sets collectively equip the Sales Representative persona with the necessary access and capabilities to effectively operate within the Media Cloud environment.

References:

Salesforce Permission Sets documentation: <https://help.salesforce.com/>

Salesforce Media Cloud resources: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce OmniStudio documentation: <https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta>

NEW QUESTION # 17

A publisher wants to share the omniscrypt with a subset of partners through the experience cloud. An administrator has created a page variation and added the omniscrypt to the page, but the subgroup of partner users are reporting they not seeing any changes in the experience site page. Which three actions should the administrator take to help troubleshoot this issue?

- A. validate that the audience for the page variation is correctly defined as assigned
- B. validate that the user has the mediacloudCCRuntime permission set license assigned
- C. validate that the latest version of the omniscrypt is enabled
- D. validate flexcards are being activated with the community page and community default as targets
- E. validate that the page variation is published

Answer: A,C,E

Explanation:

When partners report not seeing changes in the Experience Cloud site, the administrator should consider several factors to troubleshoot the issue. Firstly, ensure that the page variation containing the OmniScript is published (B). An unpublished page variation will not be visible to users. Secondly, check if the latest version of the OmniScript is enabled (C), as older versions may not reflect recent changes or functionalities. Lastly, verify that the audience for the page variation is correctly defined and assigned (E). The audience settings determine which subset of users can view the page variation. Incorrect audience assignment can lead to visibility issues for intended users. References:

<https://help.salesforce.com/>

https://developer.salesforce.com/docs/atlas.en-us.omniscrypt_best_practices.meta/omniscrypt_best_practice

https://help.salesforce.com/articleView?id=networks_customize_pages_for_audiences.htm

NEW QUESTION # 18

A B2B advertising publishing company is exploring salesforce to manage its advertising sales business. The sales representatives can sell digital , tv, radio, print, and event ads to their customers in a single media plan.

Which two media cloud types are available for planning out-of-the-box with media cloud?

- A. digital
- B. linear
- C. print
- D. event

Answer: A,B

Explanation:

For a B2B advertising publishing company that sells a variety of ad types through Salesforce Media Cloud, the two media types available for planning out-of-the-box are:

Digital: This media type covers online advertising formats such as digital banners, video ads, and other forms of digital content.

Media Cloud supports digital ad planning with functionalities tailored to the needs of digital advertising.

Linear: This refers to traditional linear TV advertising, where ads are scheduled to run at specific times within a broadcast. Media Cloud provides out-of-the-box capabilities for planning and managing linear TV ad campaigns.

These media types are supported natively within Media Cloud, enabling sales representatives to plan and sell ads across these channels efficiently.

References:

Salesforce Media Cloud documentation: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce Media Cloud Advertising Sales Management Guide: <https://help.salesforce.com/>

NEW QUESTION # 19

Which three permission sets should a consultant add for a newly hired Media Planner user?

- A. MediaCloudPlus Runtime
- B. OmniStudio user
- C. rule engine runtime

- D. media cloud base user
- E. MediaCloud Runtime

Answer: A,B,D

Explanation:

For a newly hired Media Planner user, the consultant should add the following permission sets:

Media Cloud Base User: This permission set grants access to basic functionalities and features within Media Cloud, enabling the Media Planner to perform essential tasks related to media planning and management.

MediaCloudPlus Runtime: This permission set provides additional runtime permissions for enhanced features and capabilities within Media Cloud, supporting more advanced planning and analysis activities.

OmniStudio User: Given the integration of OmniStudio tools within Media Cloud for designing and automating customer experiences, this permission set enables the Media Planner to utilize these tools effectively in their planning and execution tasks.

These permission sets collectively equip the Media Planner with the necessary access and capabilities to effectively manage and optimize media campaigns within Salesforce Media Cloud.

References:

Salesforce Media Cloud documentation:<https://help.salesforce.com/>

Salesforce OmniStudio resources:

<https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta/omnistudio/>

NEW QUESTION # 20

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