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Salesforce AP-217

Media Cloud Accredited Professional

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Salesforce AP-217 Exam Syllabus Topics:

Section	Objectives
Topic 1: Discovery	- Understand how third-party systems integrate with Media Cloud - Determine the technical scope for a statement of work (SOW) - Outline system flows based on existing business environment - Assess business and technical requirements for Media Cloud applications - Identify relevant non-functional requirements - Map use cases to Salesforce Media Cloud components - Support CI/CD deployment processes - Ensure performance outcomes align with defined KPIs and non-functional expectations
Topic 2: Implement	- Select appropriate integration approaches for media-specific contexts - Plan data migration with understanding of the data model - Apply security settings to control data access

Topic 3: Design

- Recommend product model and pricing strategies
- Create solution flows using ASM capabilities
- Set up sharing and permission sets
- Align designs with the Media Cloud data model
- Determine deployment strategies within a CI/CD environment
- Apply best practices in solution architecture
- Assess reporting needs
- Identify integration points

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Salesforce Media Cloud Accredited Professional Sample Questions (Q45-Q50):

NEW QUESTION # 45

A CTO of a B2B advertising publishing company asked an Administrator who worked on making the Media Cloud application live, for their help in monitoring the real-time information on system performance and security. Where can the Administrator find this information?

- A. monitor.salesforce.com
- B. media.salesforce.com
- C. system.salesforce.com
- D. trust.salesforce.com

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

trust.salesforce.com is the official Salesforce Trust site that provides real-time information on system status, performance, security incidents, and maintenance notifications. Administrators use this site to monitor org health and planned outages. Other options either do not exist or are not official Salesforce system status portals.

Reference:

Salesforce Trust Site

<https://trust.salesforce.com/en/>

NEW QUESTION # 46

Cloud Kicks is setting up a new instance for Media Cloud and their Sales Reps should only see opportunities that they have created. When Sales Managers run reports, they need to see the data for all the reps that report to them. How should a Consultant set this up?

- A. Set the organization wide default (OWD) for the Opportunity object to private. Use sharing rules to share records owned by Sales Reps that are below the Manager in the role hierarchy.
- B. Set the organization wide default (OWD) for the Opportunity object to public. Filter the reports to show the records owned by users below them in the role hierarchy.
- C. [Set the organization wide default \(OWD\) for the Opportunity object to private. Set up the role hierarchy to ensure Managers can see the records owned by users below them in the role hierarchy.](#)
- D. Set the organization wide default (OWD) for the Opportunity object to public. Use Apex Sharing to ensure Manager's can see the records owned by users below them in the role hierarchy.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Setting the OWD to private restricts record visibility to owners by default. Using the role hierarchy allows managers to view records owned by subordinates without additional sharing rules or code. This is the standard Salesforce approach for hierarchical visibility. Public OWD would not restrict sales reps' views.

Reference:

Salesforce Sharing and Visibility Best Practices

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

NEW QUESTION # 47

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

Answer: C

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 # 48

A Consultant needs to see the performance trend of the ad inventory sold in June of the last five years and use this information as input for campaigns next June.

Which two optional add-on Salesforce reporting components can be coupled with Media Cloud Advertising Sales Management (ASM) to gather, correlate, and present historical ad campaigns data for better decision making at the beginning of the sales cycle? Choose 2 answers

- A. Tableau
- B. Ad Manager
- C. Marketing Cloud Intelligence
- D. CRM Analytics

Answer: A,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau and CRM Analytics are Salesforce add-ons that can integrate with ASM data to provide deep historical analytics and performance trend insights. Marketing Cloud Intelligence focuses on data ingestion and optimization but Tableau and CRM Analytics specialize in flexible visualizations and historical analysis. Ad Manager is an ad server, not a reporting tool.

Reference:

Media Cloud Reporting and Analytics Options

Salesforce Tableau and CRM Analytics Integration

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

NEW QUESTION # 49

Which permission set license should a Consultant consider using when planning to allow for internal users to leverage Sales Management features such as "360° view of the Customer and Sales cycle", "Visualizations of key relationships including Agencies

and Contacts," and "Digital contract lifecycle management?"

- A. Subscriber Lifecycle Management PSL
- B. Communications Cloud Digital Experience user PSL
- **C. Advertising Sales Management PSL**
- D. OmniStudio Admin

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Advertising Sales Management Permission Set License (PSL) is designed for internal users who require full access to Media Cloud sales features, including customer views, relationship visualizations, and contract management. OmniStudio Admin and other PSLs focus on different Salesforce clouds or administrative functions.

Reference:

Media Cloud Permission Set Licenses Guide

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

NEW QUESTION # 50

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