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Salesforce Media Cloud Accredited Professional Sample Questions (Q51-Q56):

NEW QUESTION # 51
Which three permission sets should a Consultant add for a newly hired Media Planner user?
Choose 3 answers

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

Answer: B,C,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 # 52
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 # 53
Which core Salesforce object represents a media plan in Advertising Sales Management (ASM)?

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

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 # 54
A broadcaster, who has implemented Media Cloud, wants to have a comparative view of planned versus actual revenue based on actual impressions.
In which two ways can a Consultant obtain both planned and actual revenue amounts?
Choose 2 answers

- A. Planned revenue and actuals from Ad Server
- B. Planned revenue and actuals from Media Cloud
- C. Planned revenue from Media Cloud and actuals from Ad Server
- D. Planned revenue from Ad Server and actuals from Media Cloud

Answer: B,C

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Media Cloud is designed to provide planned revenue figures as part of the media planning and booking process, while actual revenue data often comes from external Ad Servers that track delivery and impressions. To have a complete comparative view, consultants commonly combine planned revenue data maintained within Media Cloud with actual revenue data retrieved from the Ad

Server, or use Media Cloud's integrated capabilities if actuals are captured there. Salesforce Media Cloud documentation supports this dual approach to revenue tracking by integrating planned data internally and actuals from connected Ad Servers for accurate financial analysis and reporting.
Reference:
Media Cloud Implementation Guide - Revenue Management Section
Salesforce Media Cloud Overview on Revenue Data Integration
https://help.salesforce.com/s/articleView?id=sf.media_cloud_revenue_management.htm&type=5

NEW QUESTION # 55
A company is planning to do an audit and needs a report to determine all the price list changes that have been configured in all streaming packages configured in Media Cloud.
Which set of objects should a Consultant access to generate such report?

- A. Product, Pricing Plan, Pricing Plan Step, Price List
- B. Product, Price List Entry, Pricing Element
- C. Product, Pricing Variable, Pricing Variable Binding
- D. Product, Price Book, Price Book Entry, Price List

Answer: A

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Pricing Plan, Pricing Plan Step, and Price List objects are part of the managed pricing framework in Media Cloud used to define and track pricing changes. These objects collectively reflect the price list changes over streaming packages. Product and Price Book objects are standard Salesforce objects but do not capture the pricing plan step details critical for auditing price changes.
Reference:
Media Cloud Pricing Management Data Model
https://help.salesforce.com/s/articleView?id=sf.media_cloud_pricing_management.htm&type=5

NEW QUESTION # 56
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