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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q49-Q54):

NEW QUESTION # 49

When a media plan is submitted to the ad servers, there is an error related to missing creative or a notification related to a change in the program schedule.

How can this error or notification be made visible on Media Cloud?

- **A. Through real-time integration to ad servers**
- B. Through data present on Media Cloud
- C. Through Einstein for Ad Servers
- D. Through campaign analytics reports

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud leverages real-time integrations with ad servers to surface errors or notifications such as missing creatives or schedule changes directly in the system. This allows users to act promptly based on live data. Reporting and analytics are more historical and do not provide immediate error visibility. Einstein is not specifically designed for ad server error reporting.

Reference:

Media Cloud Ad Server Integration Guide

Real-time Data Handling in ASM

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

NEW QUESTION # 50

A System Administrator of an advertising publishing company that uses Advertising Sales Management (ASM) is going through the migration from source org to target org.

During the migration, the System Administrator runs into an error related to permissions and licenses on the target org.

Which two reasons could have caused the error?

Choose 2 answers

- A. The source org does not have the required platform license definitions and add-on licenses.
- **B. The System Administrator user profile on the target org does not have the required permission set licenses or add-on licenses.**
- **C. The target org does not have the required platform license definitions and add-on licenses.**
- D. The target org does not have the necessary integration procedures and Data Raptors.

Answer: B,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Permission and license errors in migration typically arise because the target org lacks the required platform license definitions or add-on licenses, or because the admin user profile does not have the necessary permission set licenses assigned. The source org licenses don't impact target org migration errors, and missing integration procedures/Data Raptors usually cause functional issues but not license errors.

Reference:

Media Cloud ASM Migration Guide

Salesforce License and Permission Management

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

NEW QUESTION # 51

A Media Cloud customer utilizes Industries Order Management to manage advertising publishing. Order Management orchestrates the fulfillment steps across multiple external systems, such as inventory management for reserve/assign ad placement, ad servers, and a billing system for invoicing.

Which two guidelines should a Consultant follow when designing an orchestration plan to external systems?

Choose 2 answers

- A. Fully describe all Commercial product entities using product attributes.
- B. Create separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing.
- C. Create a master end-to-end plan to sequence the major milestones of all orders.
- D. Use a single swim lane or orchestration plan for all callouts to all external systems.

Answer: B,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Designing orchestration plans benefits from creating a master end-to-end plan for sequencing order milestones and breaking orchestration into separate plans per functional area (provisioning, logistics, billing) to manage complexity and integration points. Using a single swim lane or over-describing commercial products is not recommended.

Reference:

Media Cloud Order Management Orchestration

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

NEW QUESTION # 52

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

Answer: C,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 # 53

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

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

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.

Reference:

Media Cloud Digital Ad Targeting Features

Salesforce Media Cloud Product Guide

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

NEW QUESTION # 54

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