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Salesforce Media Cloud Consultant Exam Sample Questions (Q53-Q58):

NEW QUESTION # 53

A publisher wants to create a media plan that includes linear ad for a specific tv program. Which object should a consultant use to define this TV program in media cloud?

- A. ad space specification
- B. media channel
- C. ad creative
- D. media plan placements

Answer: A

Explanation:

When creating a media plan that includes linear ads for a specific TV program in Media Cloud, the consultant should use the Ad Space Specification object to define the TV program. This object allows for the detailed characterization of the ad spaces available for advertising, including specific programs, ensuring that the media plan accurately reflects the intended placements and associated specifications. It provides a structured way to capture the unique attributes of each ad space, such as a TV program, within the media planning process. References: <https://help.salesforce.com/>

NEW QUESTION # 54

A media cloud consultant is modeling and designing the pricing of the different advertisement types, including Digital, Out-of-home, Print, or Linear Advertising. What are two basic ways that the advertisement could be priced?

- A. periodic charge
- B. one time charge
- C. discount charge
- D. recurring charge

Answer: B,D

Explanation:

When modeling and designing the pricing for different advertisement types (Digital, Out-of-Home, Print, or Linear Advertising), two basic ways that the advertisements could be priced are Recurring Charge and One Time Charge. Recurring charges apply to ongoing campaigns or services, while one-time charges are suited for single advertisements or campaigns with a specific start and end date.

References:

Salesforce CPQ Billing documentation: https://help.salesforce.com/articleView?id=cpq_billing.htm Salesforce Media Cloud

Advertising Sales Management Guide:

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

NEW QUESTION # 55

A consultant is asked to help design a solution which could aid a company is expanding their reach into the small and medium business segment. This has traditionally been a challenge for a company in the direct-sales channel because the small and medium business greatly outnumber the sales team. What should the consultant do in the design to allow for advertisers/Agency to self-service their media plans?

- A. set up a public user, which anyone can use to create their own media plan, and provide their company information in the record detail
- B. leverage the advertising sales management self-care feature so that approved advertiser/agency can access an experience cloud portal where they can create and track their media plans
- C. build an experience cloud with the customer service template for the advertiser to navigate the product catalog and configure the products in the site
- D. set up web-to-lead and have the advertiser/agency submit their media plan through a website so the sales team can later take ownership of the record and follow up to finalize the media plan.

Answer: B

Explanation:

To expand reach into the small and medium business segment and enable self-service for media planning, leveraging the Advertising Sales Management self-care feature through an Experience Cloud portal is the most effective solution. This approach allows approved advertisers or agencies to access a dedicated portal where they can autonomously create, modify, and track their media plans. This self-service capability not only enhances the customer experience by providing direct control over their media planning activities but also alleviates the workload on the sales team, making it easier to scale operations and reach a broader audience.

References:

Salesforce Experience Cloud documentation: <https://www.salesforce.com/products/experience-cloud/overview/>

Salesforce Advertising Sales Management resources: <https://www.salesforce.com/products/media-cloud/solutions/advertising-sales-management/>

NEW QUESTION # 56

Which sObject defines the resolution of the device used when an ad needs to be displayed as part of digital ad sales?

- **A. ad creative size type**
- B. media content title
- C. media channel
- D. product

Answer: A

Explanation:

The Ad Creative Size Types Object in Salesforce Media Cloud defines the resolution and dimensions required for ad creatives to be properly displayed across different devices. This object is crucial in digital ad sales as it ensures that ads are appropriately formatted and rendered on various screens, enhancing the viewer's experience and the effectiveness of the advertisement. By specifying the resolution and size of ad creatives, this object helps in maintaining consistency and quality in ad presentations across different media channels.

References:

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

Salesforce Advertising Sales Management resources: <https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 57

A publishing company has an existing media plan creation process that was setup using OmniStudio a few months ago. A new requirement has come up where the user will be required to enter a new secondary budget field and this field should be stored with the rest of the media plan details. On which object should a consultant add this field so that it is stored with the rest of the media plan and can be added to the appropriate OmniScript?

- **A. media plan placements**
- B. order
- C. quotes
- D. opportunity

Answer: A

Explanation:

When adding a new secondary budget field required for media plan creation, the consultant should add this field to the Media Plan Placements object. This object is specifically designed to store detailed information about each placement within a media plan, making it the appropriate place to store budget-related data.

Adding the field here ensures that it aligns with the rest of the media plan details and can be seamlessly integrated into the corresponding OmniScript for data capture and processing.

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

NEW QUESTION # 58

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