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Salesforce Media Cloud Accredited Professional Sample Questions (Q57-Q62):

NEW QUESTION # 57

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business. During the creation of a media plan, a Consultant wants to see analytical insights using the View Insights button on the Add and Configure Placements screen.

Which system should the Consultant use to achieve this?

- A. Custom Ad Server
- B. Tableau
- C. Marketing Cloud Intelligence
- D. Google Ad Manager

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence provides advanced analytical insights integrated into Media Cloud ASM, including the View Insights feature in media plan placement. This system offers cross-channel campaign performance data, which cannot be achieved through custom ad servers or GAM alone.

Reference:

Media Cloud ASM Analytics Integration

Marketing Cloud Intelligence Overview

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

NEW QUESTION # 58

During a Google Ad Manager (GAM) order orchestration, which two steps does a Media Planner need to complete manually in the GAM Server?

Choose 2 answers

- A. Create order in GAM.
- **B. Associate the creatives to a line item in GAM.**
- **C. Check if creatives are loaded in GAM.**
- D. Check availability of inventory in GAM.

Answer: B,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

While many GAM functions can be automated through integrations, loading creatives and associating them to line items often require manual intervention to ensure the correct assets are linked. Inventory availability and order creation are generally handled programmatically or via Media Cloud integration.

Reference:

Media Cloud GAM Integration Workflow

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

NEW QUESTION # 59

A company has purchased the Media Cloud solution. The IT Manager in charge of the deployment wants to understand which tools in Media Cloud can be used to map the legacy system data model to the Media Cloud data model?

Which two tools should the Consultant mention to the IT Manager in this case?

Choose 2 answers

- **A. IDX Workbench**
- B. Schema Builder
- **C. IDX Build Tool**
- D. Setup / Object Manager

Answer: A,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

IDX Workbench and IDX Build Tool are Salesforce-provided tools for managing Media Cloud metadata and data migration, allowing mapping from legacy systems to the Media Cloud data model. Schema Builder and Setup/Object Manager are Salesforce tools for standard metadata but not specialized for Media Cloud data mapping.

Reference:

Media Cloud Data Migration and Mapping Tools

IDX Workbench and Build Tool Documentation

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

NEW QUESTION # 60

A Consultant working on the implementation of Media Cloud for a publishing company has been asked by an IT Manager at the publishing company to better understand the structure of the Media Cloud data model.

How should the Consultant describe the characteristics of the Media Cloud data model?

- A. It is composed exclusively of Standard Objects.
- B. It is composed exclusively of Custom Objects.
- C. It is composed of Custom and Standard Objects with no extensions.
- **D. It is composed of Custom and Standard Objects.**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud's data model includes both standard Salesforce objects (like Account, Contact, Quote) and custom objects specifically designed to handle media-related data. This hybrid model leverages Salesforce's core platform while extending it for media sales and delivery.

Reference:

Media Cloud Data Model Overview

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

NEW QUESTION # 61

A customer has a requirement to allow the Operations team to edit Quote records in order to perform 'Create and Submit Order' action only when the corresponding opportunity has reached a specific status called 'Closed Won'. Sales users will remain as the record owners of Quotes and Orders for reporting purposes. The organization wide default setting for Quote and Order object is private.

How should a Consultant solve this requirement with minimal customization?

- A. Configure role hierarchy, such that the Operations team is higher than the Sales users in the same hierarchy group.
- B. Share order records programmatically using Apex whenever Opportunity status is 'Closed Won'.
- **C. Configure a criteria-based sharing rule to share order records once Opportunity status is 'Closed Won'.**
- D. Sales users will use manual sharing in order to share order records once Opportunity status is 'Closed Won'.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Since the OWD for Quote and Order is private, sharing must be explicitly granted for the Operations team to edit records when Opportunity status is 'Closed Won'. Criteria-based sharing rules are the preferred low-maintenance Salesforce declarative approach for this scenario, sharing records based on field values without custom code. Manual sharing is less scalable, role hierarchy changes may affect ownership and reporting, and Apex sharing is a heavier customization.

Reference:

Salesforce Sharing Rules Documentation

Media Cloud ASM Security and Sharing Best Practices

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

NEW QUESTION # 62

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