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## Salesforce Media Cloud Consultant Exam Sample Questions (Q90-Q95):

### NEW QUESTION # 90

Which three permission sets should a consultant add for a newly hired Media Planner user?

- A. OmniStudio user
- B. MediaCloud Runtime
- C. media cloud base user
- D. MediaCloudPlus Runtime
- E. rule engine runtime

**Answer: A,C,D**

Explanation:

For a newly hired Media Planner user, the consultant should add the following permission sets:

Media Cloud Base User: This permission set grants access to basic functionalities and features within Media Cloud, enabling the Media Planner to perform essential tasks related to media planning and management.

MediaCloudPlus Runtime: This permission set provides additional runtime permissions for enhanced features and capabilities within Media Cloud, supporting more advanced planning and analysis activities.

OmniStudio User: Given the integration of OmniStudio tools within Media Cloud for designing and automating customer experiences, this permission set enables the Media Planner to utilize these tools effectively in their planning and execution tasks. These permission sets collectively equip the Media Planner with the necessary access and capabilities to effectively manage and optimize media campaigns within Salesforce Media Cloud.

References:

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

Salesforce OmniStudio resources:

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

### NEW QUESTION # 91

A customer is using media cloud and they need to report on how well a digital advertising campaign is performing. The company is using google ad manager as one of their primary data sources. Which products should a consultant implement to analyze campaign performance?

- A. marketing cloud intelligence
- B. standard salesforce reporting and dashboards
- C. CRM analytics
- D. custom reporting solution

**Answer: A**

Explanation:

For analyzing the performance of a digital advertising campaign, especially when integrating data from Google Ad Manager, Marketing Cloud Intelligence is the recommended product. This Salesforce tool offers advanced analytics capabilities, integrating data from various sources, including Google Ad Manager, to provide in-depth insights into campaign performance. It enables the creation of customized reports and dashboards that reflect key performance indicators, making it an essential tool for assessing and optimizing digital advertising campaigns.

References:

Salesforce Marketing Cloud Intelligence documentation:

[https://help.salesforce.com/articleView?id=mc\\_overview.htm](https://help.salesforce.com/articleView?id=mc_overview.htm)

Salesforce Google Ad Manager Integration Guide: Available through Salesforce Marketing Cloud Intelligence resources

### NEW QUESTION # 92

A media cloud customer is already running advertising sales management (ASM) on an org and wants to upgrade from an older

release. What should a consultant do before migration?

- A. activate custom lightning web components and FlexCards
- **B. Take a backup of any customized or modified older ASM components**
- C. customize or modify the newer ASM components
- D. take a backup of any newer ASM components

**Answer: B**

Explanation:

Before migrating or upgrading Advertising Sales Management (ASM) in Salesforce Media Cloud, it's crucial to safeguard existing customizations and modifications. Taking a backup of any older ASM components that have been customized or modified ensures that custom functionalities and integrations are preserved during the upgrade process. This step is essential to avoid data loss and to maintain the integrity of custom workflows, processes, and configurations that have been tailored to the business's unique requirements.

References: <https://help.salesforce.com/>

### NEW QUESTION # 93

A b2b advertising publishing company is exploring salesforce to manage its advertising sales business. They require an ad ops persona to be created. Which two managed permission sets should a consultant add to the ad ops persona?

- **A. Media Cloud Base User**
- B. OmniStudioAdmin
- C. OmniStudioUser
- **D. MediaCloudRuntime**

**Answer: A,D**

Explanation:

For creating an Ad Ops persona in a B2B advertising publishing company exploring Salesforce to manage its advertising sales business, the two managed permission sets to add are:

MediaCloudRuntime: This permission set provides the necessary runtime access within Media Cloud, enabling Ad Ops personnel to execute and manage operational tasks related to advertising sales.

Media Cloud Base User: This foundational permission set grants access to basic Media Cloud functionalities, allowing Ad Ops personnel to access and interact with the core features of the Advertising Sales Management application.

These permission sets equip the Ad Ops persona with the appropriate level of access and functionality required to perform their role effectively within the Salesforce Media Cloud environment.

References:

Salesforce Media Cloud documentation: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce Permission Set documentation:

[https://help.salesforce.com/articleView?id=sfperm\\_sets\\_overview.htm](https://help.salesforce.com/articleView?id=sfperm_sets_overview.htm)

### NEW QUESTION # 94

A b2b advertising publishing company has recently upgraded advertising sales management winter 22 to advertising sales management spring 22. Certain core components have been moved to the media service on the core platform to ensure easier upgrades. Which set of components are delivered as part of the managed package?

- A. omniscrypt definition, cpq api's, flexipages, custom labels
- **B. omniscrypt definitions, CPQ API's, apex classes, lightning web components**
- C. flexipage, custom labels, data model, media service
- D. flexipage, custom labels, velocity integration settings, custom layouts

**Answer: B**

Explanation:

In the upgrade from Advertising Sales Management Winter '22 to Spring '22, certain core components were moved to the media service on the core platform to facilitate easier upgrades. The set of components delivered as part of the managed package includes:

OmniScript Definitions: These define the scripts for guided selling processes and customer interactions within the Advertising Sales Management application.

CPQ APIs: Application Programming Interfaces for the Configure, Price, Quote functionality, enabling complex pricing and quoting processes.

Apex Classes: Custom Apex code that provides extended logic and functionalities specific to the advertising sales management process.

Lightning Web Components: Modern, lightweight UI components that enhance the user interface and user experience within the Advertising Sales Management application.

These components form the backbone of the managed package, ensuring that the core functionalities required for advertising sales management are maintained and upgraded effectively.

References:

Salesforce CPQ API documentation: <https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/> Salesforce Lightning Web Components Guide:

<https://developer.salesforce.com/docs/component-library/documentation/en/lwc> Salesforce OmniStudio documentation:

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

## NEW QUESTION # 95

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