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## Salesforce AP-217 Media Cloud Accredited Professional

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## Salesforce Media Cloud Accredited Professional Sample Questions (Q61-Q66):

### NEW QUESTION # 61

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

**Answer: B**

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

### NEW QUESTION # 62

Media Campaign is a record type of which object?

- **A. Quote**
- B. Campaign
- C. Opportunity
- D. Account

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

In Media Cloud, Media Campaign is a record type under the Quote object, allowing specialized handling of media campaigns within the sales process framework.

Reference:

Media Cloud Quote Record Types

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_quote\\_record\\_types.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_quote_record_types.htm&type=5)

### NEW QUESTION # 63

A large media company is using Salesforce Industries to model Digital Advertising products. These products have a common set of characteristics.

Which pair of Media Cloud items would a Product Manager use to most efficiently create the products for the sales users to sell?

- A. Use a Product Family for those products.
- B. Use a Standalone Product and add Attributes.
- C. Clone an existing ad product and assign Attributes.
- **D. Use an Object Type and assign Attributes.**

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Using Object Types with Attributes allows Product Managers to efficiently define product classes with shared characteristics. This modular approach is more scalable and manageable than cloning standalone products or relying solely on product families.

Reference:

Media Cloud Product Modeling

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_product\\_modeling.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_product_modeling.htm&type=5)

#### NEW QUESTION # 64

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business and has decided to use Google Ad Manager (GAM).

Which two actions should a Consultant perform before testing the GAM integration?

Choose 2 answers

- A. Create a new Auth. Provider that specifies the Consumer Key and Consumer Secret from GAM.
- **B. Add the GAM endpoint in the OmniStudio Integration Procedure.**
- C. Add the GAM URL as a new CSP Trusted Site.
- **D. Create a new Named Credential to store the GAM endpoint.**

**Answer: B,D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Before testing GAM integration, it is necessary to configure secure and proper connectivity. Creating a Named Credential in Salesforce secures the endpoint URL along with authentication details, which simplifies callouts. Adding the GAM endpoint to the OmniStudio Integration Procedure ensures that the system can route requests correctly. The Auth Provider creation is a valid step but not always required if Named Credentials handle authentication. Adding the GAM URL to the Content Security Policy (CSP) Trusted Sites ensures browser security for client-side interactions but is a secondary step.

Reference:

Media Cloud ASM Integration with GAM

Salesforce OmniStudio Integration Procedures Guide

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_gam\\_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_gam_integration.htm&type=5)

#### NEW QUESTION # 65

A customer has the necessary licenses and dependent packages installed and would like to install the Advertising Sales Management (ASM) package.

Which step needs to be taken in order to do this?

- A. Go to the Vlocity CMT administration tab in the production org, search for the ASM app, and select enable. Then refresh the target sandbox.
- **B. Install by using a release package installation link from Salesforce Industries success community, selecting the industries applications package that is generally available (GA) for the target sandbox.**
- C. Find the installed package of Salesforce Industries Communications, Media, and Energy managed package in the setup of the sandbox instance and enable ASM.
- D. Request a trial org of the ASM package in the Salesforce Industries Media and Entertainment Process Library. Use the trial org requested as the source org for the target sandbox.

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The official way to install ASM is via the release package installation link provided in the Salesforce Industries Success Community. This ensures installing the latest GA version for the target sandbox. Other options refer to trial orgs or enabling existing packages but do not follow the official installation path.

Reference:

Media Cloud ASM Installation Guide

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_asm\\_installation.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_installation.htm&type=5)

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