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Are you an aspiring Salesforce professional looking to pass the Salesforce Media Cloud Accredited Professional (AP) Exam (Salesforce-Media-Cloud) exam? Look no further than our platform for real Salesforce-Media-Cloud exam dumps. Many candidates struggle to find reliable study materials, leading them to prepare with outdated material and ultimately waste their resources. But with our platform, you can access updated Salesforce Salesforce-Media-Cloud Practice Questions and pass the certification test on your first try. Don't let a lack of credible study materials hold you back - trust our platform to help you achieve your career goals.

Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	Discovery: This section of the exam measures the skills of a Salesforce Solution Architect and covers the ability to assess business and technical requirements for implementing Media Cloud applications. It includes determining the technical scope for a statement of work (SOW), mapping use cases to Salesforce Media Cloud components, understanding how third-party systems integrate with the Media Cloud ecosystem, outlining system flows based on the existing business environment, and identifying relevant non-functional requirements based on customer needs.
Topic 2	- Design: This section of the exam measures the skills of a Salesforce Media Cloud Consultant and covers the process of designing scalable and efficient Media Cloud solutions. It focuses on creating solution flows using ASM capabilities, applying best practices in solution architecture, recommending product model and pricing strategies, and aligning designs with the Media Cloud data model. It also evaluates the candidate's ability to set up sharing and permission sets, identify integration points, assess reporting needs, and determine deployment strategies that fit within a CI - CD environment.

Topic 3	• Implement: This section of the exam measures skills of a Salesforce Solution Architect and focuses on implementing the Media Cloud solution based on business and technical requirements. It includes supporting CI • CD deployment processes, planning data migration with an understanding of the data model, selecting appropriate integration approaches for media-specific contexts, applying security settings to control data access, and ensuring performance outcomes align with defined KPIs and non-functional expectations.
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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q52-Q57):

NEW QUESTION # 52

Which three types of permission sets are required for a persona to be present in an environment?
Choose 3 answers

- A. OmniStudioAdmin
- B. DocGenInd CME Designer User
- **C. OmniStudioUser**
- **D. Media Cloud Base User**
- **E. Rule Engine Runtime**

Answer: C,D,E

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Personas in Media Cloud require OmniStudioUser for OmniStudio access, Rule Engine Runtime for business rules, and Media Cloud Base User for base feature access. OmniStudioAdmin is an administrative-level permission, and DocGenInd CME Designer User is specific to document template design, not core persona presence.

Reference:

Media Cloud Persona Setup

Permission Sets Overview

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

NEW QUESTION # 53

Media Campaign is a record type of which object?

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

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

NEW QUESTION # 54

Which two solutions should a Consultant recommend to a client who wants to integrate with an ad server other than Google Ad Manager (GAM) to create an ad campaign?

Choose 2 answers

- **A. Create a custom solution using Apex code.**
- B. Use the Out of the Box Marketing Cloud Intelligence connector.
- **C. Create a custom integration procedure to integrate with the ad server.**
- D. Use the Out of the Box Ad Server Integration.

Answer: A,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud provides out-of-the-box integration only with Google Ad Manager. For other ad servers, a custom integration is required either via a custom Integration Procedure or Apex code to handle API interactions and data flows. The Marketing Cloud Intelligence connector focuses on analytics, not ad server integration.

Reference:

Media Cloud ASM Integration Overview

Salesforce Custom Integration Best Practices

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

NEW QUESTION # 55

During proposal line item creation, a Consultant needs to be able to select a value for a picklist type attribute.

Which non-overridable behavior must the Consultant select during the assignment to the parent object type?

- A. Is Not Assetizable
- B. Is Encrypted
- C. Is Not Translatable
- **D. Run-time Configurable**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Run-time Configurable behavior allows the picklist values to be determined dynamically during runtime rather than being statically assigned. This is critical in proposal line items to select picklist values that may change or depend on other variables dynamically. The other options either disable functionality (Is Not Assetizable), restrict translations, or encrypt values but do not allow dynamic selection.

Reference:

Salesforce Media Cloud Data Model Guide

Proposal Line Item Configuration Best Practices

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

NEW QUESTION # 56

A publisher wants to empower its sales team by embedding analytic dashboards that show the actual digital delivery performance on the Salesforce account page for advertisers and agencies. The dashboard will need to be customized to reflect nuances of the publisher's business.

What should a Consultant configure or implement to solve for this use case?

- **A. Integrate digital delivery sources to Big Query or Snowflake, connect Tableau to the data warehouse, and then set up an embedded Tableau dashboard on the account page.**

- **B. Configure the Ad Delivery Connector for CRM Analytics and set up an embedded CRM dashboard.**
- C. Use integration procedures to build a custom connection to the ad server to bring delivery data into the Ad Delivery object and set up a report chart on the account page.
- D. Clone one of the flex cards included in ASM and customize the parameters to display a Marketing Cloud Intelligence dashboard.

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Ad Delivery Connector for CRM Analytics is a standard Salesforce solution to display digital delivery metrics directly inside Salesforce, with embedded dashboards tailored to the publisher's business. This approach leverages native Salesforce Analytics, enabling customization and tight integration with account data. Using external data warehouses like Big Query or Tableau is more complex and less integrated.

Reference:

Salesforce CRM Analytics Ad Delivery Connector Documentation

Media Cloud Analytics Best Practices

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

NEW QUESTION # 57

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