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Salesforce Media Cloud Consultant Exam Sample Questions (Q58-Q63):

NEW QUESTION # 58

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

Answer: A,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 # 59

A publisher has an existing system to build media plans and integrate with google ad manager to create digital ad campaigns. Which two questions are important to ask to determine if media cloud advertising sales management is a good fit to replace the existing system?

- A. which types of ad products are included in media plans?
- B. which type of marketing automation system is in use?
- C. what are the dimensions for all digital ad formats for the publisher?
- D. which ad servers does the system need to connect to for campaign booking?

Answer: A,D

Explanation:

When evaluating the fit of Media Cloud Advertising Sales Management to replace an existing system for building media plans and integrating with Google Ad Manager, it's critical to understand the types of ad products included in media plans and the ad servers required for campaign booking. These questions help ascertain the complexity and diversity of the advertising products managed by the publisher and ensure that Media Cloud can support the necessary integrations and functionalities, such as campaign booking with various ad servers like Google Ad Manager, to meet the publisher's needs. References: <https://www.salesforce.com/products/media-cloud/advertising-sales/>

NEW QUESTION # 60

What happens when a required placement is unavailable in the ad server during the check availability product with google ad manager?

- A. a red check mark appears in the availability column
- B. a yellow check mark if partial quantity
- C. the check availability action updates the quantity to the available quantity
- D. the check availability action returns the availability quantity for manual adjustment

Answer: A

Explanation:

When a required placement is unavailable in the ad server during the check availability process with Google Ad Manager, a red check mark appears in the availability column (D). This clear visual cue signals to the user that the desired placement is not available, prompting them to consider alternative placements or adjust their campaign strategy accordingly. References:

https://help.salesforce.com/articleView?id=sf.dmp_advertising_sales_check_availability.htm

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

NEW QUESTION # 61

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, velocity integration settings, custom layouts
- D. flexipage, custom labels, data model, media service

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 # 62

A customer, who is already using the media cloud advertising sales management application, needs the ability to create and edit templates, while also being able to generate documents. Which two managed permission sets are required for this?

- A. docGenInd CME digital experience User
- B. docGenInd CME Designer User
- C. MediaCloudPlus Runtime
- D. docGenInd CME runtime User

Answer: B,D

Explanation:

For a customer using the Media Cloud Advertising Sales Management application who needs to create, edit, and generate templates and documents, the required managed permission sets are DocGenInd CME Designer User and DocGenInd CME Runtime User. The Designer User permission set enables users to design and create document templates, while the Runtime User permission set allows for the generation and management of documents based on those templates.

References:

Salesforce Document Generation documentation: <https://help.salesforce.com/> Salesforce Media Cloud Advertising Sales Management Guide: <https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 63

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