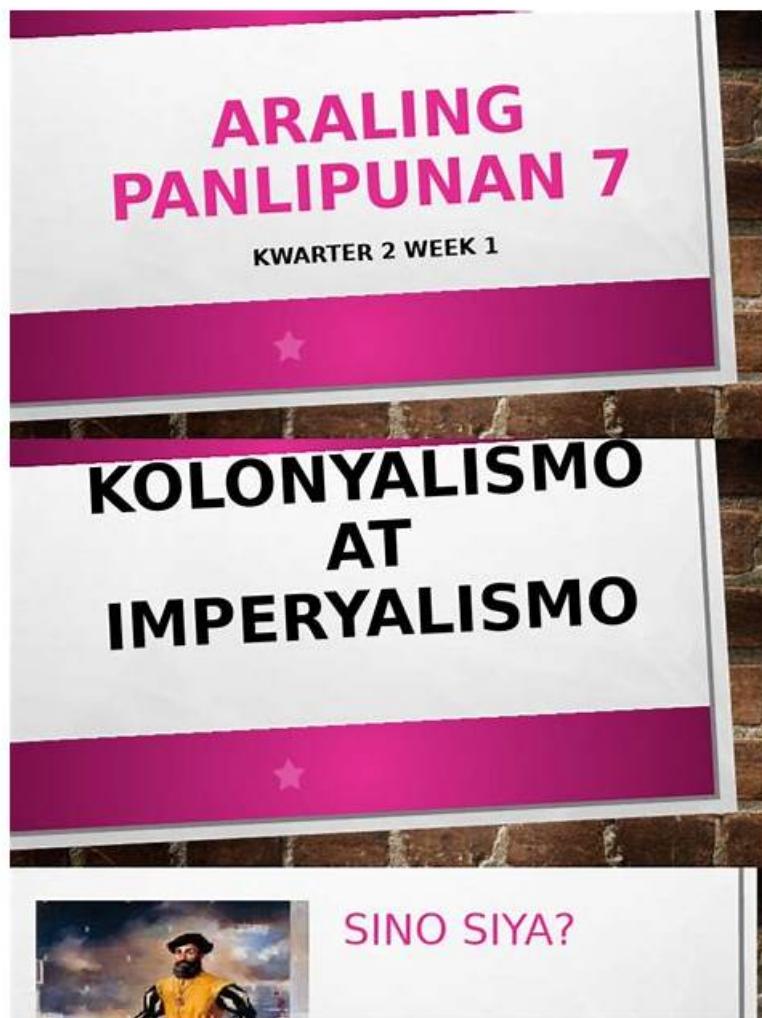


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Salesforce Media Cloud Accredited Professional Sample Questions (Q43-

Q48):

NEW QUESTION # 43

A home store wants to advertise their products on a particular TV channel owned by a publishing company. Which channel should this media plan include?

- A. Out Of Home (OOH)
- B. Print
- C. **Linear**
- D. Digital

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Linear refers to traditional TV broadcasting channels where advertisements run in a scheduled, linear fashion. Since the home store wants to advertise on a TV channel, the media plan should include the Linear channel type. Digital refers to online channels, Print to newspapers/magazines, and OOH to outdoor advertising formats.

Reference:

Media Cloud Channel Definitions

Advertising Sales Management Media Types

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

NEW QUESTION # 44

Cloud Kicks is setting up a new instance for Media Cloud and their Sales Reps should only see opportunities that they have created. When Sales Managers run reports, they need to see the data for all the reps that report to them.

How should a Consultant set this up?

- A. Set the organization wide default (OWD) for the Opportunity object to public. Filter the reports to show the records owned by users below them in the role hierarchy.
- B. Set the organization wide default (OWD) for the Opportunity object to public. Use Apex Sharing to ensure Manager's can see the records owned by users below them in the role hierarchy.
- C. Set the organization wide default (OWD) for the Opportunity object to private. Use sharing rules to share records owned by Sales Reps that are below the Manager in the role hierarchy.
- D. **Set the organization wide default (OWD) for the Opportunity object to private. Set up the role hierarchy to ensure Managers can see the records owned by users below them in the role hierarchy.**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Setting the OWD to private restricts record visibility to owners by default. Using the role hierarchy allows managers to view records owned by subordinates without additional sharing rules or code. This is the standard Salesforce approach for hierarchical visibility. Public OWD would not restrict sales reps' views.

Reference:

Salesforce Sharing and Visibility Best Practices

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

NEW QUESTION # 45

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. Clone an existing ad product and assign Attributes.
- C. Use a Standalone Product and add 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

NEW QUESTION # 46

Which two features should a Consultant keep in mind when proposing the use of JSON-based mapping over Object-based mapping for Contract templates?

Choose 2 answers

- A. The Consultant can use the item section for any type of item list, not only for line items.
- B. The data to extract and merge into the template must exist in standard objects.
- C. Only Contract, Opportunity, Order, and Quote objects are supported when mapping fields in JSON-based mapping.
- D. Documents cannot display attribute data unless the Custom section in the document template is used.
- E. JSON-mapping allows for filtering individual line items or repeatable content items to display in a document, but Object-based mapping does not.

Answer: A,E

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

JSON-based mapping offers greater flexibility, such as allowing the item section to include any list type, not just line items, and supports filtering for repeatable content in documents. Object-based mapping is more rigid and limited to standard object types.

Reference:

Media Cloud Contract Template Mapping

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

NEW QUESTION # 47

A publishing company has been using Media Cloud for the last six months and now wants to send order data over to the Google Ad Management platform. The company has the client and secret from Google.

Which element should a Consultant create within Salesforce to be able to enter these details?

- A. Connected App
- B. Custom Metadata
- C. Auth. Provider
- D. Named Credentials

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Named Credentials in Salesforce are used to securely store external service endpoints and authentication details such as client ID and client secret. When integrating with Google Ad Manager, the client and secret are used for OAuth authentication. Named Credentials simplify authentication handling for callouts by managing tokens automatically and securely. Connected Apps are typically for OAuth client registration but not storing credentials in this use case.

Reference:

Salesforce Named Credentials Documentation

Media Cloud Google Ad Manager Integration

https://developer.salesforce.com/docs/atlas.en-us.externalobjects.meta/externalobjects/external_objects_named_credentials.htm

NEW QUESTION # 48

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