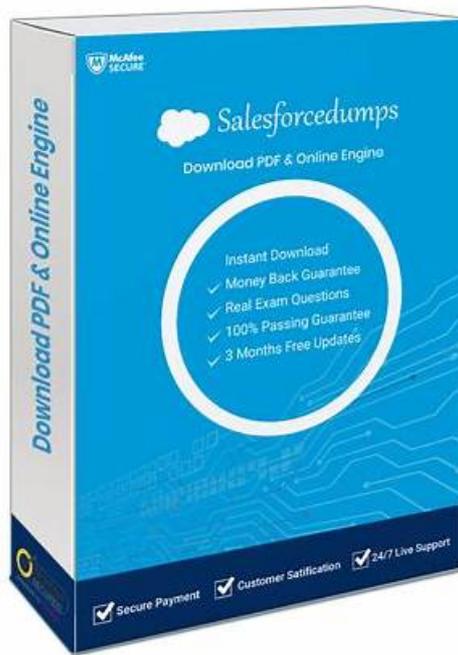


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## Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details

Topic 1	<ul style="list-style-type: none"> <li>• <b>Design:</b> 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</li> <li>• CD environment.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>• <b>Implement:</b> 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</li> <li>• 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.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• <b>Discovery:</b> 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.</li> </ul>

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### Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q18-Q23):

#### NEW QUESTION # 18

A publisher wants to create a media plan that includes linear ads for a specific TV program. Which object should a Consultant use to define this TV program in Media Cloud?

- **A. Ad Space Specification**
- B. Media Channel
- C. Media Plan Placement
- D. Ad Creative

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Ad Space Specification objects define inventory specifications such as TV programs for linear ads. Media Plan Placement represents the booking of ads into those specs. Media Channel is broader, and Ad Creative is related to creative assets, not media inventory.

Reference:

Media Cloud Ad Space Specification

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_ad\\_space\\_specification.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_ad_space_specification.htm&type=5)

### NEW QUESTION # 19

Which three Marketing Cloud Intelligence integration methods can a Consultant use to ingest and integrate all available channels as well as first and third party data sources, to create a cross-channel optimization platform?

Choose 3 answers

- A. API Connectors
- B. Data Mapping Visualizer
- C. Data Raptor
- D. Marketing Cloud Intelligence Data Lake Stream
- E. TotalConnect

**Answer: A,D,E**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence (MCI) supports multiple integration methods including API Connectors for direct data ingestion, TotalConnect for ingesting external datasets, and Data Lake Streams for large-scale streaming data ingestion. Data Raptor and Data Mapping Visualizer are primarily Salesforce data transformation tools, not ingestion methods for MCI.

Reference:

Marketing Cloud Intelligence Integration Overview

[https://help.salesforce.com/s/articleView?id=sf.mci\\_data\\_ingestion.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mci_data_ingestion.htm&type=5)

### NEW QUESTION # 20

Which out-of-the-box custom object is meant to represent sub-deals with their respective details (amount, date, etc.) to be captured?

- A. QuoteGroup
- B. QuotePricingAdjustment
- C. QuoteProductRollup
- D. QuoteMember

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The QuoteGroup object in Media Cloud ASM is designed to represent sub-deals within a quote, capturing details like amounts and dates for these groupings. It allows segmentation of quotes into logical deal components. The other objects focus on pricing adjustments, membership, or product rollups but do not represent sub-deals.

Reference:

Media Cloud ASM Data Model Guide

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

### NEW QUESTION # 21

A publisher needs to check ad server inventory as part of the media plan creation process.

Which ad server is supported by standard Media Cloud Advertising Sales Management (ASM) features?

- A. Google Ad Manager
- B. Sizmek
- C. Openx
- D. Campaign Manager 360

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Google Ad Manager (GAM) is the only ad server with out-of-the-box integration supported in Media Cloud ASM. This enables inventory checks, campaign booking, and reporting directly through Media Cloud interfaces. Other servers require custom integrations.

Reference:

### NEW QUESTION # 22

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

**Answer: B**

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

### NEW QUESTION # 23

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