

Latest Salesforce AP-217 Exam Pdf - Top AP-217 Questions



There is no doubt that we all dream of working for top companies around the globe. Some people make it through but some keep on thinking about how to break that glass. If you are among those who belong to the latter category, you should start the preparations for the Media Cloud Accredited Professional (AP-217) certification exam to improve your knowledge, expertise and crack even the toughest interview easily.

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Salesforce Media Cloud Accredited Professional Sample Questions (Q26-Q31):

NEW QUESTION # 26

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. The Sales Representatives can sell digital, TV, radio, print, and event ads to their customers in a single media plan.

Which two media types are available for planning out-of-the-box with Media Cloud?

Choose 2 answers

- A. Digital
- B. Event
- C. Print
- D. Linear

Answer: A,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Out-of-the-box Media Cloud supports Linear (TV, radio) and Digital media types for planning. Print and Event media types typically require customization or are handled separately.

Reference:

Media Cloud Media Types

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

NEW QUESTION # 27

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business and Google Ad Manager (GAM). They want to have a complete view of their media plans using dashboards.

Which system integration provides built-in dashboards to integrate with the ASM application?

- A. CRM Analytics
- B. Tableau
- C. Google Data Studio
- D. Marketing Cloud Intelligence

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence (formerly Datorama) provides built-in dashboards designed for Media Cloud ASM, offering cross-channel campaign performance visibility. While Tableau and CRM Analytics offer reporting, MCI is the Salesforce-native integrated solution specifically targeting media plans and ad campaigns in ASM. Google Data Studio is a separate Google product not embedded in Salesforce.

Reference:

Media Cloud ASM Analytics Integration

Marketing Cloud Intelligence Overview

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

NEW QUESTION # 28

A publishing company has been using media cloud decides that they want to use marketing cloud intelligence for analytics.

However, there is an OAuth 2.0 authentication issue when attempting to set up data stream setup in marketing cloud intelligence.

Where should a consultant go within Salesforce to ensure that the settings in marketing cloud intelligence are set up correctly?

- A. named credential
- B. connected app
- C. custom metadata
- D. aut.Provider

Answer: A

Explanation:

When facing OAuth 2.0 authentication issues during the setup of a data stream in Marketing Cloud Intelligence, checking the Named Credential settings within Salesforce is a critical step. Named Credentials provide a secure way to manage authentication details for external services, ensuring that Salesforce can securely connect to Marketing Cloud Intelligence. By verifying and, if necessary, adjusting the Named Credential settings, the consultant can resolve authentication issues, enabling successful data stream setup and integration between Salesforce and Marketing Cloud Intelligence. Reference: <https://help.salesforce.com/>

NEW QUESTION # 29

Media Campaign is a record type of which object?

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

Answer: C

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 # 30

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

Answer: C

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 # 31

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