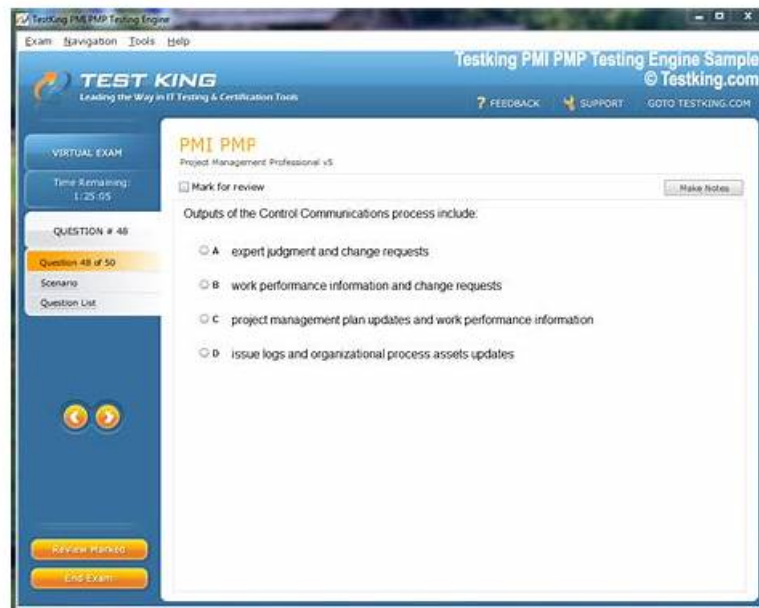


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Salesforce Media Cloud Consultant Exam Sample Questions (Q81-Q86):

NEW QUESTION # 81

A customer has a requirement to allow the operations team to ider quote records in order to perform "create and submit order" action only when the corresponding opportunity has reached a specific status called "closed won". Sales users will remain as the cord owners of quotes and order for reporting purpose. The organization wide default setting for quote and order object is private. How should a consultant solve this requirement with minimal customization?

- A. sales users will use manual sharing in order to share order records once opportunity status is "closed won"
- **B. configure a criteria-based sharing rule to share order records once opportunity status is "closed won"**
- C. share order records programmatically using apex whenever opportunity status is "closed won"
- D. configure role hierarchy, such that the operations team is higher than the sales users in the same hierarchy group

Answer: B

Explanation:

To allow the operations team to access quote records and perform the "create and submit order" action only when the corresponding opportunity status is "Closed Won", while maintaining the organization-wide default setting for quote and order objects as private, a criteria-based sharing rule should be configured. This sharing rule can be set up to share order records with the operations team based on the specific criteria of the opportunity status reaching "Closed Won", thus fulfilling the requirement with minimal customization.

References:

Salesforce Sharing Rules documentation: https://help.salesforce.com/articleView?id=security_sharing_rules_create.htm

Salesforce Opportunity Management guide: <https://trailhead.salesforce.com/en/content/learn/modules/opportunity-management>

NEW QUESTION # 82

Which two actions take place, when an insertion order is created and submitted in media cloud advertising sales management (ASM)?

- A. the orchestration plan is created and can be viewed
- **B. a flow is initiated for asset creation and billing**
- C. order is submitted to B2B commerce Order Management
- **D. order is submitted to industries order management**

Answer: B,D

Explanation:

When an insertion order is created and submitted in the Media Cloud Advertising Sales Management (ASM), several key actions take place:

A flow is initiated for asset creation and billing: This step involves initiating processes for creating the necessary ad assets and setting up billing arrangements for the advertiser. It ensures that all creative materials are prepared and billing is set up in accordance with the terms of the insertion order.

Order is submitted to industries order management: This involves integrating the order into Salesforce's broader industries order management system. This step is crucial for ensuring the order is processed and managed efficiently within the larger ecosystem of Salesforce's industry-specific solutions.

These actions are essential for transitioning from the sales phase to the execution phase of ad campaigns within the Salesforce Media Cloud environment.

References:

Salesforce Advertising Sales Management documentation: [https://help.salesforce.com/Salesforce Industries Order Management](https://help.salesforce.com/Salesforce%20Industries%20Order%20Management) resources:

<https://www.salesforce.com/products/industries/order-management/>

NEW QUESTION # 83

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 advertising 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. clone one of the flex card included in asm and customize the parameters to display a marketing cloud intelligence dashboard.
- **B. configure the ad delivery connector for crm analytics and set up an embedded crm dashboard**
- C. 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
- D. use integration 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

Answer: B

Explanation:

To provide the sales team with analytic dashboards showing actual digital delivery performance directly on the Salesforce Account page for advertisers and agencies, configuring the Ad Delivery Connector for CRM Analytics is the most efficient solution. This approach leverages CRM Analytics to aggregate and analyze ad delivery data, offering customizable dashboards tailored to the publisher's specific business nuances.

Embedding these CRM Analytics dashboards on the Account page ensures that sales teams have immediate access to relevant performance metrics, enabling informed decision-making and client discussions.

References:

<https://www.salesforce.com/products/tableau/crm-analytics/>

NEW QUESTION # 84

Which two actions take place, when an insertion order is created and submitted in media cloud advertising sales management (ASM)?

- A. the orchestration plan is created and can be viewed
- B. a flow is initiated for asset creation and billing
- C. order is submitted to B2B commerce Order Management
- D. order is submitted to industries order management

Answer: B,D

Explanation:

When an insertion order is created and submitted in the Media Cloud Advertising Sales Management (ASM), several key actions take place:

A flow is initiated for asset creation and billing: This step involves initiating processes for creating the necessary ad assets and setting up billing arrangements for the advertiser. It ensures that all creative materials are prepared and billing is set up in accordance with the terms of the insertion order.

Order is submitted to industries order management: This involves integrating the order into Salesforce's broader industries order management system. This step is crucial for ensuring the order is processed and managed efficiently within the larger ecosystem of Salesforce's industry-specific solutions.

These actions are essential for transitioning from the sales phase to the execution phase of ad campaigns within the Salesforce Media Cloud environment.

References:

Salesforce Advertising Sales Management documentation: <https://help.salesforce.com/> Salesforce Industries Order Management

resources: <https://www.salesforce.com/products/industries/order-management/>

NEW QUESTION # 85

A company is planning to adopt media cloud and has requirements around the relationship between clients and their advertising agencies, where they want to capture the role of each agency so they can identify clearly what is the agency of Record. They also have requirements to map contacts within the agencies. How should the media cloud data model be used to represent these relationships?

- A. advertisers should be created as accounts, and agencies should be represented by a custom field added to the contact object. Contacts should then be assigned to the accounts
- B. advertisers and agencies should be created as accounts, with agencies listed as child accounts to the client accounts, with contacts related to those.
- C. advertisers and agencies should be created as accounts, and a custom lookup field should be created to represent the client/agency relationship. Contacts should be created under the accounts.
- D. advertisers and agencies should be created as accounts and contacts as contacts, and the party model should be adopted to define the relationship between them.

Answer: D

Explanation:

To represent the relationship between clients and their advertising agencies in Media Cloud, creating both advertisers and agencies as separate accounts, with contacts under each, is the most structured approach.

Utilizing the party model within this configuration allows for the explicit definition of each agency's role, including the designation of an agency of record. This setup enables clear identification and management of relationships between advertisers, their agencies, and

individual contacts within those agencies, providing a comprehensive view of all parties involved. References: <https://help.salesforce.com/>

NEW QUESTION # 86

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