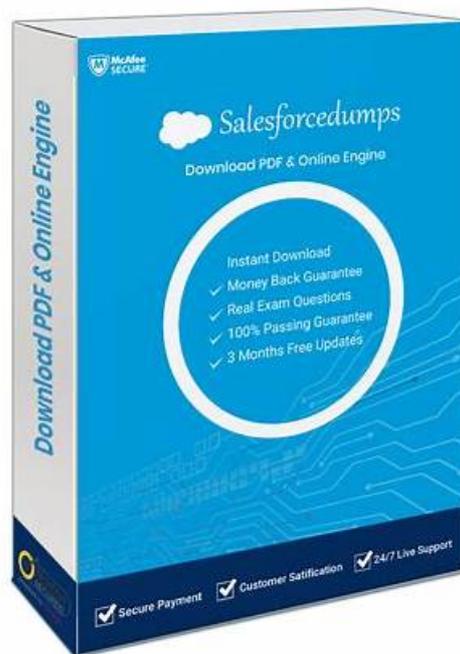


# Salesforce-Media-Cloud dumps: Salesforce Media Cloud Accredited Professional (AP) Exam & Salesforce-Media-Cloud exam VCE



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

Topic	Details
Topic 1	<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>
Topic 2	<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 3	<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>

### Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q17-Q22):

#### NEW QUESTION # 17

A publishing company has an existing media plan creation process that was setup using OmniStudio a few months ago. A new requirement has come up where the user will be required to enter a new secondary budget field and this field should be stored with the rest of the media plan details.

On which object should a Consultant add this field so that it is stored with the rest of the media plan and can be added to the appropriate OmniScript?

- A. Opportunity
- B. Quote
- **C. Media Plan Placement**
- D. Order

**Answer: C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Media Plan Placement object holds detailed line-item level data related to media plans, including budgets and schedules. Adding the new secondary budget field here allows it to be managed alongside other media plan details and be exposed in OmniScripts that drive the media plan creation process. Opportunity, Order, and Quote objects do not store placement-level budget fields.

Reference:

Media Cloud Data Model Documentation

OmniStudio Media Plan Integration

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

### NEW QUESTION # 18

Which two actions take place, when an insertion order is created and submitted in Media Cloud Advertising Sales Management (ASM)?

Choose 2 answers

- A. Order is submitted to Industries Order Management
- B. Order flow is initiated for asset creation and billing
- C. The orchestration plan is created and can be viewed
- D. Order is submitted to B2B Commerce Order Management

**Answer: A,B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Upon insertion order submission, Media Cloud triggers an order flow that initiates asset creation and billing processes. Additionally, the order is handed over to Industries Order Management for orchestration across external systems such as ad servers and billing platforms. B2B Commerce is not involved in ad order fulfillment.

Reference:

Media Cloud Order Management Process

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

### NEW QUESTION # 19

Users receive an "Apex CPU limit exceeded" error when running the Advertising Sales Management (ASM) flow OmniScript in a Salesforce Experience site. The OmniScript includes an Integration Procedure that contains multiple Data Raptors.

In which two areas within OmniStudio should a Consultant check to troubleshoot this issue?

Choose 2 answers

- A. OmniStudio Logs
- B. OmniScript Debugger
- C. DataRaptor Configuration
- D. Action Debugger

**Answer: A,B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To troubleshoot Apex CPU limit errors in OmniStudio, checking the OmniScript Debugger helps identify heavy operations in the flow. OmniStudio Logs provide detailed execution logs that can reveal inefficient or repeated processing. DataRaptor configurations could contribute to CPU use but are not directly traceable like logs and debugger tools. Action Debugger focuses on runtime user actions rather than script performance.

Reference:

OmniStudio Debugging and Logging

Salesforce CPU Limit Troubleshooting

[https://help.salesforce.com/s/articleView?id=sf.omnistudio\\_debugging.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.omnistudio_debugging.htm&type=5)

### NEW QUESTION # 20

An Administrator is mapping a user to Media Cloud personas. In the current role, the user builds media plans from request for proposals (RFPs), reviews past performance to gain insights, and proposes proactive solutions.

To which persona should the user be mapped?

- A. Media Planner
- B. Designer
- C. Yield Manager
- D. Ad Ops

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Media Planner persona is responsible for creating media plans based on RFPs, analyzing past campaign data, and proposing strategic media buys. Yield Managers focus more on inventory optimization, Designers on creative development, and Ad Ops on campaign execution.

Reference:

Media Cloud Persona Mapping Guide

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

### NEW QUESTION # 21

A Media Cloud customer utilizes Industries Order Management to manage advertising publishing. Order Management orchestrates the fulfillment steps across multiple external systems, such as inventory management for reserve/assign ad placement, ad servers, and a billing system for invoicing.

Which two guidelines should a Consultant follow when designing an orchestration plan to external systems?

Choose 2 answers

- A. Create a master end-to-end plan to sequence the major milestones of all orders.
- B. Fully describe all Commercial product entities using product attributes.
- C. Create separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing.
- D. Use a single swim lane or orchestration plan for all callouts to all external systems.

**Answer: A,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Designing orchestration plans benefits from creating a master end-to-end plan for sequencing order milestones and breaking orchestration into separate plans per functional area (provisioning, logistics, billing) to manage complexity and integration points. Using a single swim lane or over-describing commercial products is not recommended.

Reference:

Media Cloud Order Management Orchestration

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_order\\_management\\_orchestration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_order_management_orchestration.htm&type=5)

### NEW QUESTION # 22

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