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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> • Design: 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 • CD environment.

Topic 2	<ul style="list-style-type: none"> • Discovery: 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.
Topic 3	<ul style="list-style-type: none"> • Implement: 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 • 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.

Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q39-Q44):

NEW QUESTION # 39

Which three types of permission sets are required for a persona to be present in an environment?
Choose 3 answers

- A. Rule Engine Runtime
- B. DocGenInd CME Designer User
- C. OmniStudioUser
- D. Media Cloud Base User
- E. OmniStudioAdmin

Answer: A,C,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Personas in Media Cloud require OmniStudioUser for OmniStudio access, Rule Engine Runtime for business rules, and Media Cloud Base User for base feature access. OmniStudioAdmin is an administrative-level permission, and DocGenInd CME Designer User is specific to document template design, not core persona presence.

Reference:

Media Cloud Persona Setup

Permission Sets Overview

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

NEW QUESTION # 40

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 private. Use sharing rules to share records owned by Sales Reps that are below the Manager in the role hierarchy.
- B. 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.
- C. 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.
- D. 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.

Answer: B

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 # 41

Cloud Kicks has been using Media Cloud for the last three months and now wants to send order data over to the Google Ad Management platform.

What does a Consultant need to create in Salesforce to specify the callout URL?

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

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Named Credentials provide a secure and declarative way to specify callout URLs along with authentication information, simplifying integration with Google Ad Manager. Connected Apps and Auth Providers manage authentication but do not directly specify callout URLs.

Reference:

Salesforce Named Credentials

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

NEW QUESTION # 42

A Media Cloud customer needs to integrate Google Ad Manager (GAM) with an existing middleware system using an integration procedure.

What is the most secure way for a Consultant to implement the authentication and credentialing requirements for the integration, while also minimizing customization?

- **A. Create a new authentication provider with custom metadata and use it within a named credential.**
- B. Modification on integration procedure is not needed since this is through middleware and the existing named credential is not utilized.
- C. Implement a custom OAuth to authenticate with middleware, storing credentials in the integration procedure.
- D. Create a remote action in the integration procedure that calls a custom Apex Class.

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Using a Named Credential with a custom Authentication Provider that stores client credentials in custom metadata ensures secure storage and easy maintenance. This reduces the need for custom OAuth flows in the integration procedure or Apex code, which increases complexity and maintenance.

Reference:

Salesforce Named Credentials and Auth Providers

Media Cloud GAM Integration Best Practices

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

NEW QUESTION # 43

A client is looking to adopt a new CRM solution to sell advertising products, starting with their Digital Content line of business. They sell standard digital ad products (digital banners, video inserts).

Using Media Cloud Advertising Sales Management (ASM), what is the most efficient approach for modeling these products?

- A. Configure an OmniScript that will retrieve the products from Google Ad Manager and will be used in sales processes.

- **B. Configure a product using Product Designer and associate the product to an Ad Space Specification.**
- C. Create the required characteristics of the products in the Product object and configure the required products using the Product page layout.
- D. Create a new Salesforce object for the Digital Ad Products specifications, link that object to the Product2 object, and configure the required products using the Product page layout.

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Product Designer in Media Cloud allows modeling complex advertising products efficiently by associating them with Ad Space Specifications, ensuring correct mapping to ad inventory. This approach streamlines product configuration for sales users. Creating custom objects or relying solely on Product page layouts is less efficient and lacks native support for media-specific attributes.

Reference:

Media Cloud Product Designer Guide

Advertising Product Modeling Best Practices

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

NEW QUESTION # 44

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