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Salesforce Media Cloud Accredited Professional Sample Questions (Q54-Q59):

NEW QUESTION # 54

Without custom development, with which Ad Serving Platform does Media Cloud integrate?

- A. Google Ad Manager
- B. Marketing Cloud Intelligence
- C. Facebook Ads Manager
- D. Inventory

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud offers out-of-the-box integration with Google Ad Manager (GAM) for ad serving, enabling booking, delivery tracking, and reporting. Other platforms like Facebook Ads Manager or Inventory require custom development or third-party connectors.

Reference:

Media Cloud Ad Server Integrations

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

NEW QUESTION # 55

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

Answer: C,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 # 56

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 # 57

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 advertisers 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. Use integration procedures 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.
- **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. Clone one of the flex cards included in ASM and customize the parameters to display a Marketing Cloud Intelligence dashboard.

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Ad Delivery Connector for CRM Analytics is a standard Salesforce solution to display digital delivery metrics directly inside Salesforce, with embedded dashboards tailored to the publisher's business. This approach leverages native Salesforce Analytics, enabling customization and tight integration with account data. Using external data warehouses like Big Query or Tableau is more complex and less integrated.

Reference:

Salesforce CRM Analytics Ad Delivery Connector Documentation

Media Cloud Analytics Best Practices

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

NEW QUESTION # 58

A Consultant working on the implementation of Media Cloud for a publishing company has been asked by an IT Manager at the publishing company to better understand the structure of the Media Cloud data model.

How should the Consultant describe the characteristics of the Media Cloud data model?

- A. It is composed exclusively of Standard Objects.
- B. It is composed of Custom and Standard Objects with no extensions.
- C. It is composed exclusively of Custom Objects.
- **D. It is composed of Custom and Standard Objects.**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud's data model includes both standard Salesforce objects (like Account, Contact, Quote) and custom objects specifically designed to handle media-related data. This hybrid model leverages Salesforce's core platform while extending it for media sales and delivery.

Reference:

NEW QUESTION # 59

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