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Salesforce Media Cloud Consultant Exam Sample Questions (Q76-Q81):

NEW QUESTION # 76

A home store wants to advertise their products on a particular tv channel owned by a publishing company. Which channel should this media plan include?

- A. Digital
- B. OutofHome (OOH)
- **C. Linear**
- D. Print

Answer: C

Explanation:

For a home store wanting to advertise their products on a TV channel owned by a publishing company, the media plan should include the "Linear" channel (B). Linear advertising refers to traditional TV commercials broadcasted across scheduled programming. This is the most appropriate channel for TV-based advertising, as opposed to Out of Home (OOH), which relates to billboards and public displays, Print, which involves newspapers and magazines, and Digital, which encompasses online and social media platforms. References:

<https://www.salesforce.com/products/media-cloud/overview/>

<https://help.salesforce.com/>

NEW QUESTION # 77

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

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

Answer: B,C

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 # 78

A digital publisher wants to integrate its google ad manager (GAM) server with advertising sales management (ASM). Which set of object need to be populated in this scenario?

- A. ad server, ad server account, and ad server user
- B. adserver,ad server account, and ad server advertiser

- C. adserver, ad server application, and ad server advertiser
- **D. ad server, ad server application, and ad server user**

Answer: D

Explanation:

When integrating Google Ad Manager (GAM) server with Advertising Sales Management (ASM), the set of objects that need to be populated includes the Ad Server, Ad Server Application, and Ad Server User (A). This combination ensures that the GAM server is properly linked with ASM, allowing for the synchronization of ad server configurations, user permissions, and application-specific settings, facilitating seamless integration and management of advertising operations. References:

<https://help.salesforce.com/>

https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/sforce_api_objects_list.htm

NEW QUESTION # 79

Sellers for a major publisher are not entering opportunities until the deal is closed. Internal sales teams compete for business with each other, with a few of them using Salesforce reports to surface potential clients with ad budgets by identifying those targeted on an opportunity owned by the competing team. This behavior has driven sales teams to collaborate on external spreadsheets where the competing sellers do not have access to the information. Which two things should a consultant include in the design to remove unwanted sales access, while continuing to support the sales team collaboration?

- **A. enable and use opportunity team**
- B. assign opportunity ownership to the system administrator and have a system administrator manually share the opportunity with the correct seller and their team
- C. update field-level security for the amount field and update the opportunity line item related list visibility in the opportunity lightning page to hide the field and related list from the sellers profile
- **D. update opportunity organization wide defaults to private**

Answer: A,D

Explanation:

To address the issue of internal competition and lack of collaboration among sales teams, while ensuring secure access to opportunity data, a consultant should consider enabling and using Opportunity Teams (A) and updating Opportunity Organization Wide Defaults (OWD) to Private (D). Opportunity Teams allow for collaborative selling by enabling the owner to share opportunities with a select group of users, enhancing teamwork without compromising data security. Setting OWD for opportunities to Private ensures that only the owner and selected team members have access, preventing unwanted access by competing sales teams.

References:

https://help.salesforce.com/articleView?id=sf.opportunity_team_setting_up.htm

https://help.salesforce.com/articleView?id=sf.sharing_model_fields.htm

NEW QUESTION # 80

A media publisher is using Advertising Sales Management to manage their B2B ad sales business using Google Ad Manager. A consultant added a new placement on an existing media plan. When adding the new placement, the media plan remains in an inactive state in GAM. What should the consultant do to clear the inactive state after adding the new placement?

- A. delete and create the media campaign again in ASM
- B. override creative settings in GAM
- C. delete and add the placement again in ASM
- **D. add the creatives to the line items in GAM**

Answer: D

Explanation:

When a new placement is added to an existing media plan in Advertising Sales Management (ASM) and the plan remains in an inactive state in Google Ad Manager (GAM), the consultant should ensure that the creatives are added to the corresponding line items in GAM. This action is necessary because GAM requires creatives to be associated with line items for them to become active and for the ads to be served. Adding the creatives completes the setup process in GAM and changes the status from inactive to active, allowing the media plan to be executed as intended. References: <https://help.salesforce.com/>

NEW QUESTION # 81

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