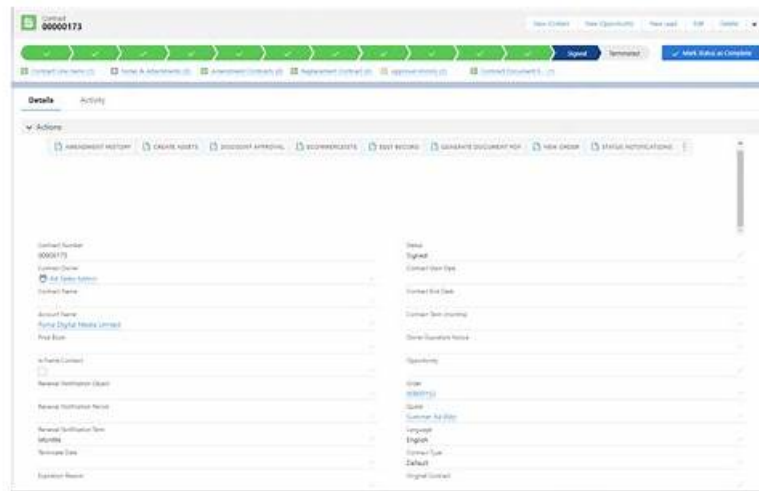


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Salesforce Media Cloud Consultant Exam Sample Questions (Q26-Q31):

NEW QUESTION # 26

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

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

Answer: A,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 # 27

In advertising sales management, what is the correct order to execution of the pre-built industries order management orchestration plan components?

- A. create order, create line items, approve order, activate order, add creative
- **B. create order, create line items, add creative, approve order, activate order**
- C. create line items, create order, approve order, activate order, add creative
- D. create line items, create order, add creative, approve order, activate order

Answer: B

Explanation:

In Advertising Sales Management, the correct order of execution for the pre-built Industries Order Management orchestration plan components is: Create Order, Create Line Items, Add Creative, Approve Order, Activate Order (B). This sequence ensures that the foundational elements of an order are established first (the order itself and its line items), followed by the association of creative materials, and finally, the approval and activation of the order for execution.

References: https://help.salesforce.com/articleView?id=industries_advertising_order_management.htm
<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 28

A publisher is working with agents, which is Home's agency, to advertise Home's products. How should a Consultant create and relate these records in Advertising Sales Management (ASM)?

- A. create home and agents as accounts without specific record types.
- B. create a home account and agents as a contact on the home account.
- **C. create a home account and create an agents account with an agency record type**
- D. create a home account and create an agents account with a brand record type

Answer: C

Explanation:

To represent the relationship between Home and its agency, Agents, in Advertising Sales Management (ASM), the consultant should create two separate accounts: one for Home with a standard or advertiser record type, and another for Agents with an agency record type. This approach allows for the clear delineation of roles between the advertiser (Home) and its agency (Agents), enabling effective management and tracking of the advertising campaigns and interactions between the two entities.

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

NEW QUESTION # 29

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 application, and ad server user**

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

Answer: A

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 # 30

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

Answer: A

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 # 31

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