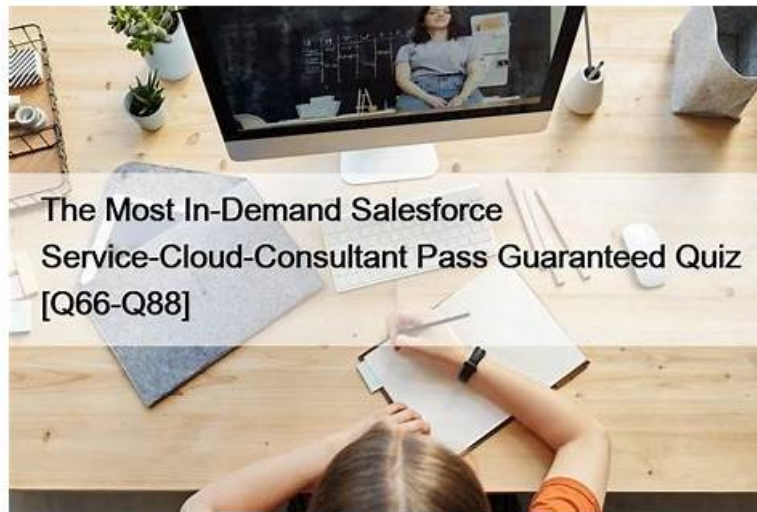


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### Salesforce Media Cloud Consultant Exam Sample Questions (Q48-Q53):

#### NEW QUESTION # 48

AB2B advertising publishing company wants to start advertising sales management components migration from the source org to the target org. Which two tools can they use to migrate advertising sales management components?

- A. change sets
- B. IDX build tool
- C. IDX workbench
- D. unmanged packages

**Answer: A,D**

Explanation:

For migrating Advertising Sales Management components from a source org to a target org, unmanaged packages and change sets are two effective tools. Unmanaged packages allow for the grouping of various components for deployment to another org, whereas change sets enable the transfer of specific customizations from one Salesforce org to another directly. Both methods facilitate the migration of configurations and customizations integral to Advertising Sales Management.

References:

Salesforce Change Sets documentation: <https://help.salesforce.com/>

Salesforce Unmanaged Packages Guide:

[https://developer.salesforce.com/docs/atlas.en-us.packagingGuide.meta/packagingGuide/packaging\\_packa](https://developer.salesforce.com/docs/atlas.en-us.packagingGuide.meta/packagingGuide/packaging_packa)

#### NEW QUESTION # 49

A digital publisher wants to visualize the connections between the different parties who are involved in ad buys, including advertisers, agencies, and their parent companies. Which feature of Salesforce Industries does Media Cloud use for this purpose?

- **A. Relationship Graph**
- B. custom FlexCard
- C. Custom Lightning Web Component
- D. Customer Hierarchy

**Answer: A**

Explanation:

Salesforce Industries utilizes the Relationship Graph feature (B) to visualize connections between different parties involved in ad buys, such as advertisers, agencies, and their parent companies. The Relationship Graph provides a visual representation of how these entities are related, making it easier for digital publishers to understand and manage their interactions with each party. This feature enhances the ability to navigate complex networks of relationships within the advertising ecosystem.

References:

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

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

#### NEW QUESTION # 50

AB2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require a Sales Representative persona to be created for their users. Which three types of permission sets are required for a persona to be present in an environment?

- **A. Rule Engine Runtime**
- **B. Media Cloud Base User**
- **C. OmniStudioUser**
- D. OmniStudioAdmin
- E. DocGenIndCmeDesignerUser

**Answer: A,B,C**

Explanation:

For creating a Sales Representative persona in a Salesforce environment, particularly for managing advertising sales business, the following three types of permission sets are required:

Media Cloud Base User: This permission set provides foundational access to Media Cloud functionalities necessary for sales representatives.

OmniStudioUser: Grants access to OmniStudio tools, enabling sales representatives to utilize these tools for designing and executing customer engagements.

Rule Engine Runtime: Essential for allowing sales representatives to execute processes and rules defined within the Media Cloud environment, supporting decision-making and sales activities.

These permission sets collectively equip the Sales Representative persona with the necessary access and capabilities to effectively operate within the Media Cloud environment.

References:

Salesforce Permission Sets documentation: <https://help.salesforce.com/>

Salesforce Media Cloud resources: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce OmniStudio documentation:

#### NEW QUESTION # 51

A publisher has an existing system to build media plans and integrate with google ad manager to create digital ad campaigns. Which two questions are important to ask to determine if media cloud advertising sales management is a good fit to replace the existing system?

- A. which ad servers does the system need to connect to for campaign booking?
- B. which types of ad products are included in media plans?
- C. which type of marketing automation system is in use?
- D. what are the dimensions for all digital ad formats for the publisher?

**Answer: A,B**

Explanation:

When evaluating the fit of Media Cloud Advertising Sales Management to replace an existing system for building media plans and integrating with Google Ad Manager, it's critical to understand the types of ad products included in media plans and the ad servers required for campaign booking. These questions help ascertain the complexity and diversity of the advertising products managed by the publisher and ensure that Media Cloud can support the necessary integrations and functionalities, such as campaign booking with various ad servers like Google Ad Manager, to meet the publisher's needs. References: <https://www.salesforce.com/products/media-cloud/advertising-sales/>

#### NEW QUESTION # 52

Media Campaign is a record type of which object?

- A. Campaign
- B. Opportunity
- C. Account
- D. Quote

**Answer: D**

Explanation:

In Media Cloud, Media Campaign is a record type under the Quote object, allowing specialized handling of media campaigns within the sales process framework.

References:

Media Cloud Quote Record Types [https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_quote\\_record\\_types.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_quote_record_types.htm&type=5)

#### NEW QUESTION # 53

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