

Exam Media-Cloud-Consultant Simulator, Latest Media-Cloud-Consultant Test Guide



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Salesforce Media Cloud Consultant Exam Sample Questions (Q72-Q77):

NEW QUESTION # 72

A company has purchased the media cloud solution and the IT Manager in charge of the deployment wants to understand the structure of all salesforce objects included in the solution. What should a Consultant provide in order to meet this request?

- A. media cloud install packages
- B. media cloud object reference
- C. media cloud schema model
- **D. media cloud data model**

Answer: D

Explanation:

For an IT Manager looking to understand the structure of all Salesforce objects included in the Media Cloud solution, providing the Media Cloud data model is the most appropriate action. The data model will give a comprehensive overview of how the objects are structured and how they relate to each other within the Media Cloud environment. This understanding is crucial for planning integrations, customizations, and for ensuring the solution aligns with the company's business processes. References: <https://help.salesforce.com/>

NEW QUESTION # 73

A publishing company has been using media cloud decides that they want to use marketing cloud intelligence for analytics. However, there is an OAuth 2.0 authentication issue when attempting to set up data stream setup in marketing cloud intelligence. Where should a consultant go within Salesforce to ensure that the settings in marketing cloud intelligence are set up correctly?

- A. custom metadata
- B. connected app
- **C. named credential**
- D. auth.Provider

Answer: C

Explanation:

When facing OAuth 2.0 authentication issues during the setup of a data stream in Marketing Cloud Intelligence, checking the Named Credential settings within Salesforce is a critical step. Named Credentials provide a secure way to manage authentication details for external services, ensuring that Salesforce can securely connect to Marketing Cloud Intelligence. By verifying and, if necessary, adjusting the Named Credential settings, the consultant can resolve authentication issues, enabling successful data stream setup and integration between Salesforce and Marketing Cloud Intelligence. References: <https://help.salesforce.com/>

NEW QUESTION # 74

Cloud Kicks has been using media cloud for the last three months and now wants to send 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. auth.Provider
- C. connected app
- **D. named credential**

Answer: D

Explanation:

When integrating Media Cloud with the Google Ad Management platform and needing to specify the callout URL, a consultant should create a Named Credential (D) in Salesforce. Named Credentials provide a secure way of storing and referencing authentication details and endpoint URLs for external services, thereby simplifying the setup of secure API callouts from Salesforce to external platforms like Google Ad Manager.

References:

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

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

NEW QUESTION # 75

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

Answer: B,D

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 # 76

A CTO of a B2B advertising publishing company asked an administrator who worked on making the media cloud application live, for their help in monitoring the real-time information on system performance and security. Where can the administrator find this information?

- A. media.salesforce.com
- B. system.salesforce.com
- C. monitor.salesforce.com
- **D. trust.salesforce.com**

Answer: D

Explanation:

For an administrator looking to monitor real-time information on system performance and security for a Media Cloud application, the best resource is trust.salesforce.com. This site provides comprehensive and up-to-date information on the operational status, performance, security, and scheduled maintenance of Salesforce services. It's an essential tool for administrators to stay informed about the health and stability of their Salesforce environment.

References:

Salesforce Trust Site: <https://trust.salesforce.com/>

NEW QUESTION # 77

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While this is a rather arcane topic, it is actually quite Latest Media-Cloud-Consultant Test Guide important, This may be more appropriate for non-core applications think HR, billing, Salesforce management, etc.

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