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Salesforce Media Cloud Accredited Professional Sample Questions (Q25-Q30):

NEW QUESTION # 25
During a Google Ad Manager (GAM) order orchestration, which two steps does a Media Planner need to complete manually in the GAM Server?
Choose 2 answers

- A. Create order in GAM.
- B. Check availability of inventory in GAM.
- C. Check if creatives are loaded in GAM.
- D. Associate the creatives to a line item in GAM.

Answer: C,D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
While many GAM functions can be automated through integrations, loading creatives and associating them to line items often require manual intervention to ensure the correct assets are linked. Inventory availability and order creation are generally handled programmatically or via Media Cloud integration.
Reference:
Media Cloud GAM Integration Workflow

NEW QUESTION # 26

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:
Comprehensive and Detailed Explanation From Exact Extract:
In Media Cloud ASM, Advertisers and Agencies are modeled as Accounts with different Record Types. The agency should be an Account with the Agency Record Type to reflect its role properly in the hierarchy and relationships. Contacts belong to Accounts but Agencies are best represented as distinct Account records for clarity and reporting. Brand Record Type is typically used for product branding, not agencies.
Reference:
Media Cloud ASM Data Model Guide
Salesforce Account Record Types Best Practices
https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_accounts.htm&type=5

NEW QUESTION # 27

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business. During the creation of a media plan, a Consultant wants to see analytical insights using the View Insights button on the Add and Configure Placements screen.
Which system should the Consultant use to achieve this?

- A. Google Ad Manager
- B. Custom Ad Server
- C. Marketing Cloud Intelligence
- D. Tableau

Answer: C

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Marketing Cloud Intelligence provides advanced analytical insights integrated into Media Cloud ASM, including the View Insights feature in media plan placement. This system offers cross-channel campaign performance data, which cannot be achieved through custom ad servers or GAM alone.
Reference:
Media Cloud ASM Analytics Integration
Marketing Cloud Intelligence Overview
https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci_integration.htm&type=5

NEW QUESTION # 28

Which set of components are delivered as part of the managed package?

- A. OmniScript Definitions, CPQ APIs, Apex Classes, Lightning Web Components
- B. OmniScript Definitions, CPQ APIs, FlexiPages, Custom Labels
- C. FlexiPages, Custom Labels, Data Model, Media Service
- D. FlexiPages, Custom Labels, Vlocity Integration Settings, Custom Layouts

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:
The managed package includes OmniScript Definitions, CPQ APIs, Apex Classes, and Lightning Web Components as core functional components to deliver Media Cloud features. Other sets list supporting components but not the full package essentials.
Reference:
Media Cloud Package Contents
https://help.salesforce.com/s/articleView?id=sf.media_cloud_package_contents.htm&type=5

NEW QUESTION # 29
What are two roles of Marketing Cloud Intelligence in Media Cloud?
Choose 2 answers

- A. Campaign performance using Media Cloud and Ad Server data
- B. Acts as a data lake for customer data insights
- C. Acts as a customer data platform
- D. Campaign reporting using Media Cloud and Ad Server data

Answer: A,D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Marketing Cloud Intelligence functions to provide campaign reporting and performance analytics by combining Media Cloud and Ad Server data. It is not a customer data platform or a generic data lake, but a specialized marketing analytics solution.
Reference:
Marketing Cloud Intelligence Roles
https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci_roles.htm&type=5

NEW QUESTION # 30
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