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Salesforce Media Cloud Accredited Professional Sample Questions (Q23-Q28):

NEW QUESTION # 23

Which three permission sets should a Consultant add for a newly hired Media Planner user?

Choose 3 answers

- A. Media Cloud Base User
- B. MediaCloud Runtime
- C. OmniStudioUser
- D. MediaCloudPlus Runtime
- E. Rule Engine Runtime

Answer: A,C,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

A Media Planner requires permission sets for OmniStudioUser to work with OmniStudio tools, MediaCloudPlus Runtime for ASM features, and Media Cloud Base User to access basic Media Cloud data and features. Rule Engine Runtime and MediaCloud Runtime are more specialized and not strictly required for planners.

Reference:

Media Cloud User Setup Guide

Salesforce Permission Sets for ASM

https://help.salesforce.com/s/articleView?id=sf.media_cloud_user_permissions.htm&type=5

NEW QUESTION # 24

Which out-of-the-box custom object is meant to represent sub-deals with their respective details (amount, date, etc.) to be captured?

- A. QuoteProductRollup
- **B. QuoteGroup**
- C. QuotePricingAdjustment
- D. QuoteMember

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The QuoteGroup object in Media Cloud ASM is designed to represent sub-deals within a quote, capturing details like amounts and dates for these groupings. It allows segmentation of quotes into logical deal components. The other objects focus on pricing adjustments, membership, or product rollups but do not represent sub-deals.

Reference:

Media Cloud ASM Data Model Guide

https://help.salesforce.com/s/articleView?id=sf.media_cloud_quote_objects.htm&type=5

NEW QUESTION # 25

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 a Brand Record Type.
- **D. Create a Home Account and create an Agents Account with an Agency Record Type.**

Answer: D

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 # 26

A customer, who is already using the Media Cloud Advertising Sales Management (ASM) application, needs the ability to create and edit templates, while also being able to generate documents.

Which two managed permission sets are required for this?

Choose 2 answers

- A. DocGenInd CME Runtime User
- **B. MediaCloudPlus Runtime**
- C. DocGenInd CME Digital Experience User
- **D. DocGenInd CME Designer User**

Answer: B,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To create and edit document templates in ASM, users need design permissions as provided by the DocGenInd CME Designer User permission set. For generating documents, runtime permissions like MediaCloudPlus Runtime are required. The CME Digital

Experience User is typically for external users in Experience Cloud, while the Runtime User allows template execution but not creation.

Reference:

Salesforce Media Cloud Document Generation

DocGenInd Permission Sets Overview

https://help.salesforce.com/s/articleView?id=sf.media_cloud_docgen_permission_sets.htm&type=5

NEW QUESTION # 27

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

Answer: B,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

https://help.salesforce.com/s/articleView?id=sf.media_cloud_gam_manual_steps.htm&type=5

NEW QUESTION # 28

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