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>> Exam AP-217 Blueprint <<

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## Salesforce Media Cloud Accredited Professional Sample Questions (Q37-Q42):

### NEW QUESTION # 37

An Administrator is mapping a user to Media Cloud personas. In the current role, the user builds media plans from request for proposals (RFPs), reviews past performance to gain insights, and proposes proactive solutions.

To which persona should the user be mapped?

- A. Media Planner
- B. Ad Ops
- C. Yield Manager
- D. Designer

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Media Planner persona is responsible for creating media plans based on RFPs, analyzing past campaign data, and proposing strategic media buys. Yield Managers focus more on inventory optimization, Designers on creative development, and Ad Ops on campaign execution.

Reference:

**NEW QUESTION # 38**

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. The Sales Representatives can sell digital, TV, radio, print, and event ads to their customers in a single media plan.

Which two media types are available for planning out-of-the-box with Media Cloud?

Choose 2 answers

- A. Event
- B. Digital
- C. Linear
- D. Print

**Answer: B,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Out-of-the-box Media Cloud supports Linear (TV, radio) and Digital media types for planning. Print and Event media types typically require customization or are handled separately.

Reference:

Media Cloud Media Types

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_media\\_types.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_media_types.htm&type=5)

**NEW QUESTION # 39**

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. Out Of Home (OOH)
- B. Linear
- C. Print
- D. Digital

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Linear refers to traditional TV broadcasting channels where advertisements run in a scheduled, linear fashion. Since the home store wants to advertise on a TV channel, the media plan should include the Linear channel type. Digital refers to online channels, Print to newspapers/magazines, and OOH to outdoor advertising formats.

Reference:

Media Cloud Channel Definitions

Advertising Sales Management Media Types

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_channels.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_channels.htm&type=5)

**NEW QUESTION # 40**

Which three types of permission sets are required for a persona to be present in an environment?

Choose 3 answers

- A. Rule Engine Runtime
- B. OmniStudioUser
- C. Media Cloud Base User
- D. DocGenInd CME Designer User
- E. OmniStudioAdmin

**Answer: A,B,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Personas in Media Cloud require OmniStudioUser for OmniStudio access, Rule Engine Runtime for business rules, and Media Cloud Base User for base feature access. OmniStudioAdmin is an administrative-level permission, and DocGenInd CME Designer User is specific to document template design, not core persona presence.

Reference:

Media Cloud Persona Setup

Permission Sets Overview

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_persona\\_permission\\_sets.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_persona_permission_sets.htm&type=5)

#### NEW QUESTION # 41

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

Choose 3 answers

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

**Answer: A,B,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](https://help.salesforce.com/s/articleView?id=sf.media_cloud_user_permissions.htm&type=5)

#### NEW QUESTION # 42

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I would like to find a different job, because I am tired of my job and present life. Do you have that idea? How to get a better job? Are you interested in IT industry? Do you want to prove yourself through IT? If you want to work in the IT field, it is essential to register IT certification exam and get the certificate. The main thing for you is to take IT certification exam that is accepted commonly which will help you to open a new journey. And you must be familiar with Salesforce AP-217 Certification test. To obtain the certificate will help you to find a better job. What? Do you have no confidence to take the exam? It doesn't matter that you can use our Pass4Leader dumps.

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