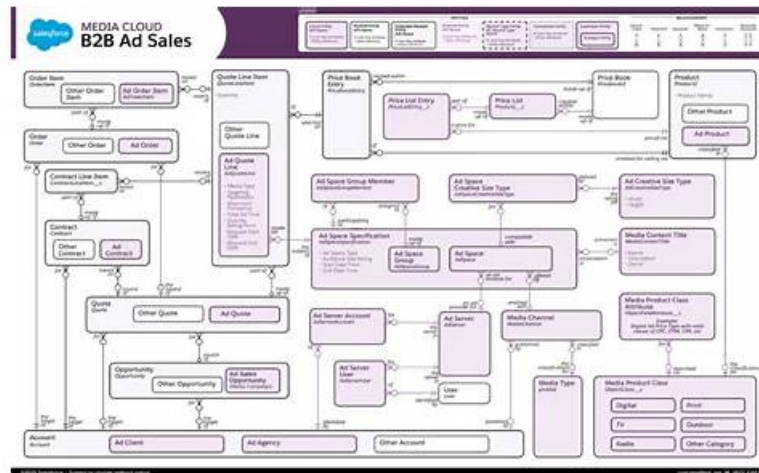


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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Implement: This section of the exam measures skills of a Salesforce Solution Architect and focuses on implementing the Media Cloud solution based on business and technical requirements. It includes supporting CI CD deployment processes, planning data migration with an understanding of the data model, selecting appropriate integration approaches for media-specific contexts, applying security settings to control data access, and ensuring performance outcomes align with defined KPIs and non-functional expectations.
Topic 2	<ul style="list-style-type: none"> Design: This section of the exam measures the skills of a Salesforce Media Cloud Consultant and covers the process of designing scalable and efficient Media Cloud solutions. It focuses on creating solution flows using ASM capabilities, applying best practices in solution architecture, recommending product model and pricing strategies, and aligning designs with the Media Cloud data model. It also evaluates the candidate's ability to set up sharing and permission sets, identify integration points, assess reporting needs, and determine deployment strategies that fit within a CI CD environment.
Topic 3	<ul style="list-style-type: none"> Discovery: This section of the exam measures the skills of a Salesforce Solution Architect and covers the ability to assess business and technical requirements for implementing Media Cloud applications. It includes determining the technical scope for a statement of work (SOW), mapping use cases to Salesforce Media Cloud components, understanding how third-party systems integrate with the Media Cloud ecosystem, outlining system flows based on the existing business environment, and identifying relevant non-functional requirements based on customer needs.

Salesforce-Media-Cloud Exam Brindumps Convey All Important Information of Salesforce-Media-Cloud Exam

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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q21-Q26):

NEW QUESTION # 21

Which two solutions should a Consultant recommend to a client who wants to integrate with an ad server other than Google Ad Manager (GAM) to create an ad campaign?

Choose 2 answers

- **A. Create a custom integration procedure to integrate with the ad server.**
- **B. Create a custom solution using Apex code.**
- C. Use the Out of the Box Marketing Cloud Intelligence connector.
- D. Use the Out of the Box Ad Server Integration.

Answer: A,B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud provides out-of-the-box integration only with Google Ad Manager. For other ad servers, a custom integration is required either via a custom Integration Procedure or Apex code to handle API interactions and data flows. The Marketing Cloud Intelligence connector focuses on analytics, not ad server integration.

Reference:

Media Cloud ASM Integration Overview

Salesforce Custom Integration Best Practices

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

NEW QUESTION # 22

Users receive an "Apex CPU limit exceeded" error when running the Advertising Sales Management (ASM) flow OmniScript in a Salesforce Experience site. The OmniScript includes an Integration Procedure that contains multiple Data Raptors.

In which two areas within OmniStudio should a Consultant check to troubleshoot this issue?

Choose 2 answers

- **A. OmniScript Debugger**
- B. Action Debugger
- **C. OmniStudio Logs**
- D. DataRaptor Configuration

Answer: A,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To troubleshoot Apex CPU limit errors in OmniStudio, checking the OmniScript Debugger helps identify heavy operations in the flow. OmniStudio Logs provide detailed execution logs that can reveal inefficient or repeated processing. DataRaptor configurations could contribute to CPU use but are not directly traceable like logs and debugger tools. Action Debugger focuses on runtime user actions rather than script performance.

Reference:

OmniStudio Debugging and Logging

Salesforce CPU Limit Troubleshooting

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

NEW QUESTION # 23

Which three Marketing Cloud Intelligence integration methods can a Consultant use to ingest and integrate all available channels as well as first and third party data sources, to create a cross-channel optimization platform?

Choose 3 answers

- A. Data Raptor
- B. Marketing Cloud Intelligence Data Lake Stream
- C. API Connectors
- D. TotalConnect
- E. Data Mapping Visualizer

Answer: B,C,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence (MCI) supports multiple integration methods including API Connectors for direct data ingestion, TotalConnect for ingesting external datasets, and Data Lake Streams for large-scale streaming data ingestion. Data Raptor and Data Mapping Visualizer are primarily Salesforce data transformation tools, not ingestion methods for MCI.

Reference:

Marketing Cloud Intelligence Integration Overview

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

NEW QUESTION # 24

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. Digital
- C. Linear
- D. Print

Answer: C

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

NEW QUESTION # 25

A publishing company has an existing media plan creation process that was setup using OmniStudio a few months ago. A new requirement has come up where the user will be required to enter a new secondary budget field and this field should be stored with the rest of the media plan details.

On which object should a Consultant add this field so that it is stored with the rest of the media plan and can be added to the appropriate OmniScript?

- A. Quote
- B. Opportunity
- C. Order
- D. Media Plan Placement

Answer: D

NEW QUESTION # 26

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