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Salesforce Media Cloud Consultant Exam Sample Questions (Q37-Q42):

NEW QUESTION # 37

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 schema model
- B. media cloud install packages
- C. media cloud object reference
- 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 # 38

A publisher wants to know which products have low reception with the customers. However, the publisher is having a hard time analyzing the data because opportunities reflect only the sold products, excluding products which were once part of an opportunity but were later dropped. What should a consultant ensure is included in the design so that sellers can store and access different versions of the proposed media plan and its line items?

- A. product schedule functionality
- B. A media Plan version field in opportunity line item (OLI)
- **C. quotes, and 'Sync to opportunity' custom button**
- D. product mapping to an active price list

Answer: C

Explanation:

To address the challenge of tracking products with low reception, including those dropped from opportunities, the consultant should ensure that the media planning design includes the use of Quotes and a 'Sync to Opportunity' custom button. This setup allows sellers to create and manage multiple versions of media plans as quotes, capturing both selected and deselected products. The 'Sync to Opportunity' functionality facilitates the transfer of the final selected media plan to the opportunity, ensuring that the sales process reflects the most up-to-date proposal while retaining the history of changes for analysis. References: <https://help.salesforce.com/>

NEW QUESTION # 39

A publisher needs to check ad server inventory as part of the media plan creation process.

Which ad server is supported by standard Media Cloud Advertising Sales Management (ASM) features?

- **A. Google Ad Manager**
- B. Campaign Manager 360
- C. Openx
- D. Sizmek

Answer: A

Explanation:

Google Ad Manager (GAM) is the only ad server with out-of-the-box integration supported in Media Cloud ASM. This enables inventory checks, campaign booking, and reporting directly through Media Cloud interfaces. Other servers require custom integrations.

References:

Media Cloud Supported Ad Servers

Google Ad Manager Integration Guide https://help.salesforce.com/s/articleView?id=sf_media_cloud_gam_integration.htm&type=5

NEW QUESTION # 40

Which industries CPQ API method needs to be called from the integration procedure that returns the pricing information from the out-of-the-box pricing plan?

- A. putCartsItems
- **B. priceCart**
- C. createCart
- D. postCartsItems

Answer: B

Explanation:

In the context of Industries CPQ (Configure, Price, Quote), the API method that needs to be called from the integration procedure to return pricing information from the out-of-the-box pricing plan is priceCart. This method is responsible for calculating the prices of items in a cart based on the defined pricing rules and structures within the CPQ system. By invoking this method, the integration procedure can retrieve accurate and up-to-date pricing information for the items selected by the customer.

References:

Salesforce Industries CPQ documentation: <https://help.salesforce.com/>

Salesforce CPQ API resources: <https://developer.salesforce.com/>

NEW QUESTION # 41

What are two roles of marketing cloud intelligence in media cloud?

- A. campaign reporting using media cloud and ad server data
- B. acts as a customer data platform
- C. campaign performance using media cloud and ad server data
- D. acts as a data lake for customer data insight

Answer: A,C

Explanation:

Marketing Cloud Intelligence in Media Cloud plays a crucial role in campaign reporting and performance analysis. It enables users to consolidate and analyze data from Media Cloud and various ad servers, providing a comprehensive view of campaign performance (A, C). This allows for effective measurement of campaign outcomes, optimization of strategies based on performance insights, and reporting on key metrics like reach, impressions, clicks, and conversions across different platforms and channels. References:
<https://www.salesforce.com/products/media-cloud/overview/>
<https://help.salesforce.com/>

NEW QUESTION # 42

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