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## Unlimited AP-217 Exam Practice - AP-217 Pdf Version

Actual and updated AP-217 questions are essential for individuals who want to clear the Media Cloud Accredited Professional (AP-217) examination in a short time. At Prep4King, we understand that the learning style of every AP-217 exam applicant is different. That's why we offer three formats of Salesforce AP-217 Dumps. With our actual and updated AP-217 questions, you can achieve success in the Media Cloud Accredited Professional (AP-217) exam and accelerate your career on the first attempt.

## Salesforce Media Cloud Accredited Professional Sample Questions (Q24-Q29):

### NEW QUESTION # 24

A publisher has an existing system to build media plans and integrate with Google Ad Manager (GAM) to create digital ad campaigns.

Which two questions are important to ask to determine if Media Cloud Advertising Sales Management (ASM) is a good fit to replace the existing system?

Choose 2 answers

- A. Which ad servers does the system need to connect to for campaign booking?
- B. Which types of ad products are included in media plans?
- C. Which type of marketing automation system is in use?
- D. What are the dimensions for all digital ad formats for the publisher?

Answer: A,B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Determining compatibility with existing ad servers and the types of ad products involved is critical when evaluating Media Cloud ASM as a replacement. Knowing ad server integration needs ensures technical fit, while product types determine if ASM supports the business model. Marketing automation systems and ad format dimensions are less critical at this stage.

Reference:

Media Cloud ASM Evaluation Checklist

Salesforce Media Cloud Integration Guidelines

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_evaluation.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_evaluation.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**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Media Plan Placement object holds detailed line-item level data related to media plans, including budgets and schedules. Adding the new secondary budget field here allows it to be managed alongside other media plan details and be exposed in OmniScripts that drive the media plan creation process. Opportunity, Order, and Quote objects do not store placement-level budget fields.

Reference:

Media Cloud Data Model Documentation

OmniStudio Media Plan Integration

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

### NEW QUESTION # 26

Which two objects in the Media Cloud data model hold specific Ad Sales information within the Advertising Sales Management (ASM) application?

Choose 2 answers

- A. Quote
- **B. Contract Line Item**
- C. Ad Creative Size Type
- **D. Media Plan Placement**

**Answer: B,D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Plan Placement holds detailed ad sales planning data, and Contract Line Item captures sales contract specifics in ASM. Quote is a standard sales object, but Media Cloud extends sales data primarily into placement and contract line item objects. Ad Creative Size Type relates to creative attributes but is less focused on sales information.

Reference:

Media Cloud ASM Data Model

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

### NEW QUESTION # 27

A Media Cloud customer needs to integrate Google Ad Manager (GAM) with an existing middleware system using an integration

procedure.

What is the most secure way for a Consultant to implement the authentication and credentialing requirements for the integration, while also minimizing customization?

- A. Create a remote action in the integration procedure that calls a custom Apex Class.
- **B. Create a new authentication provider with custom metadata and use it within a named credential.**
- C. Modification on integration procedure is not needed since this is through middleware and the existing named credential is not utilized.
- D. Implement a custom OAuth to authenticate with middleware, storing credentials in the integration procedure.

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Using a Named Credential with a custom Authentication Provider that stores client credentials in custom metadata ensures secure storage and easy maintenance. This reduces the need for custom OAuth flows in the integration procedure or Apex code, which increases complexity and maintenance.

Reference:

Salesforce Named Credentials and Auth Providers

Media Cloud GAM Integration Best Practices

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

#### NEW QUESTION # 28

A publisher wants to empower its sales team by embedding analytic dashboards that show the actual digital delivery performance on the Salesforce account page for advertisers and agencies. The dashboard will need to be customized to reflect nuances of the publisher's business.

What should a Consultant configure or implement to solve for this use case?

- **A. Configure the Ad Delivery Connector for CRM Analytics and set up an embedded CRM dashboard.**
- B. Integrate digital delivery sources to Big Query or Snowflake, connect Tableau to the data warehouse, and then set up an embedded Tableau dashboard on the account page.
- C. Use integration procedures to build a custom connection to the ad server to bring delivery data into the Ad Delivery object and set up a report chart on the account page.
- D. Clone one of the flex cards included in ASM and customize the parameters to display a Marketing Cloud Intelligence dashboard.

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Ad Delivery Connector for CRM Analytics is a standard Salesforce solution to display digital delivery metrics directly inside Salesforce, with embedded dashboards tailored to the publisher's business. This approach leverages native Salesforce Analytics, enabling customization and tight integration with account data. Using external data warehouses like Big Query or Tableau is more complex and less integrated.

Reference:

Salesforce CRM Analytics Ad Delivery Connector Documentation

Media Cloud Analytics Best Practices

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

#### NEW QUESTION # 29

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