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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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.

Topic 3	<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.
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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q34-Q39):

NEW QUESTION # 34

A customer needs to implement an automated Continuous Integration and Continuous Development (CI/CD) workflow where developers will work on their own Developer orgs to configure different OmniScripts. The developers then need to migrate the changes they have done to a sandbox that will be used for testing before promoting changes to Production.

Which tool should developers use to automate the migration of OmniStudio DataPacks and Salesforce metadata within the Media Cloud orgs?

- A. Data Loader
- B. Backup and Restore Automation
- **C. IDX Build Tool**
- D. IDX Workbench

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

IDX Build Tool is the recommended tool for automating migration and deployment of OmniStudio DataPacks and metadata between Salesforce orgs, supporting CI/CD workflows. IDX Workbench is more manual, and Backup and Restore Automation and Data Loader do not support OmniStudio DataPacks.

Reference:

Salesforce IDX Build Tool Documentation

Media Cloud Deployment Automation

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

NEW QUESTION # 35

Cloud Kicks is setting up a new instance for Media Cloud and their Sales Reps should only see opportunities that they have created. When Sales Managers run reports, they need to see the data for all the reps that report to them.

How should a Consultant set this up?

- A. Set the organization wide default (OWD) for the Opportunity object to private. Use sharing rules to share records owned by Sales Reps that are below the Manager in the role hierarchy.
- B. Set the organization wide default (OWD) for the Opportunity object to public. Use Apex Sharing to ensure Manager's can see the records owned by users below them in the role hierarchy.
- **C. Set the organization wide default (OWD) for the Opportunity object to private. Set up the role hierarchy to ensure Managers can see the records owned by users below them in the role hierarchy.**

- D. Set the organization wide default (OWD) for the Opportunity object to public. Filter the reports to show the records owned by users below them in the role hierarchy.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Setting the OWD to private restricts record visibility to owners by default. Using the role hierarchy allows managers to view records owned by subordinates without additional sharing rules or code. This is the standard Salesforce approach for hierarchical visibility.

Public OWD would not restrict sales reps' views.

Reference:

Salesforce Sharing and Visibility Best Practices

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

NEW QUESTION # 36

A broadcaster, who has implemented Media Cloud, wants to have a comparative view of planned versus actual revenue based on actual impressions.

In which two ways can a Consultant obtain both planned and actual revenue amounts?

Choose 2 answers

- A. Planned revenue from Ad Server and actuals from Media Cloud
- **B. Planned revenue from Media Cloud and actuals from Ad Server**
- **C. Planned revenue and actuals from Media Cloud**
- D. Planned revenue and actuals from Ad Server

Answer: B,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud is designed to provide planned revenue figures as part of the media planning and booking process, while actual revenue data often comes from external Ad Servers that track delivery and impressions. To have a complete comparative view, consultants commonly combine planned revenue data maintained within Media Cloud with actual revenue data retrieved from the Ad Server, or use Media Cloud's integrated capabilities if actuals are captured there. Salesforce Media Cloud documentation supports this dual approach to revenue tracking by integrating planned data internally and actuals from connected Ad Servers for accurate financial analysis and reporting.

Reference:

Media Cloud Implementation Guide - Revenue Management Section

Salesforce Media Cloud Overview on Revenue Data Integration

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

NEW QUESTION # 37

In Advertising Sales Management (ASM), what is the correct order of execution of the pre-built Industries Order Management orchestration plan components?

- **A. Create order, create line items, approve order, activate order, add creative**
- B. Create order, create line items, add creative, approve order, activate order
- C. Create line items, create order, approve order, activate order, add creative
- D. Create line items, create order, add creative, approve order, activate order

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The orchestration plan in ASM follows a logical sequence starting with creating the order, then creating associated line items, followed by approval, activation, and finally adding creative assets. This order ensures proper status transitions and fulfillment processes.

Reference:

Media Cloud Industries Order Management Documentation

Salesforce ASM Orchestration Plans

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

NEW QUESTION # 38

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

Answer: B,D

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 # 39

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