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Salesforce Media Cloud Consultant Exam Sample Questions (Q26-Q31):

NEW QUESTION # 26

A company is planning to do an audit and needs a report to determine all the price list changes that have been configured in all streaming packages configured in media cloud. which set of objects should a consultant access to generate such report?

- A. product, price list entry, pricing element
- **B. product, pricing plan, pricing plan step, price list**
- C. product, price book, price book entry, price list
- D. product, pricing variable, pricing variable binding

Answer: B

Explanation:

To audit and determine all the price list changes configured in all streaming packages in Media Cloud, accessing the Product, Price Book, Price Book Entry, and Price List objects would be necessary. These objects collectively store information about the products (streaming packages), their associated price lists, and any changes made to pricing over time. This structured approach allows for detailed reporting and analysis of pricing adjustments, ensuring transparency and accountability in pricing strategies. References:

<https://developer.salesforce.com/>

NEW QUESTION # 27

What are three media cloud record types for the account object?

- **A. advertiser account'**
- B. household account
- **C. publisher account**
- **D. agency account**
- E. brand account

Answer: A,C,D

Explanation:

In Salesforce Media Cloud, the account object can be customized to represent different entities involved in the media and advertising ecosystem. The three record types for the account object include: Agency Account (A), Advertiser Account (B), and Publisher Account (C). These record types help in organizing and managing relationships and interactions with various stakeholders in the advertising process, such as agencies that represent advertisers, the advertisers themselves who are the clients looking to promote their products or services, and publishers who own the media space where the ads are displayed. References:

<https://help.salesforce.com/>

<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 28

A digital publisher wants to integrate its google ad manager (GAM) server with advertising sales management (ASM). Which set of object need to be populated in this scenario?

- A. adserver,ad server account, and ad server advertiser
- B. ad server, ad server account, and ad server user
- C. adserver,ad server application, and ad server advertiser
- **D. ad server, ad server application, and ad server user**

Answer: D

Explanation:

When integrating Google Ad Manager (GAM) server with Advertising Sales Management (ASM), the set of objects that need to be populated includes the Ad Server, Ad Server Application, and Ad Server User (A). This combination ensures that the GAM server

is properly linked with ASM, allowing for the synchronization of ad server configurations, user permissions, and application-specific settings, facilitating seamless integration and management of advertising operations. References:

<https://help.salesforce.com/>

https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/sforce_api_objects_list.htm

NEW QUESTION # 29

Media Campaign is a record type of which object?

- A. Opportunity
- **B. Quote**
- C. Account
- D. Campaign

Answer: B

Explanation:

In Media Cloud, Media Campaign is a record type under the Quote object, allowing specialized handling of media campaigns within the sales process framework.

References:

Media Cloud Quote Record Types https://help.salesforce.com/s/articleView?id=sf.media_cloud_quote_record_types.htm&type=5

NEW QUESTION # 30

Which tool should a consultant include in the design for a media cloud advertising sales management (ASM) org when looking to enable a company to track campaign performance from external servers?

- A. CRM analytics
- B. standard salesforce report and dashboard
- C. third party tools (DOMO, PowerBI, etc)
- **D. marketing cloud intelligence**

Answer: D

Explanation:

To enable a company to track campaign performance from external servers within a Media Cloud Advertising Sales Management (ASM) org, the consultant should include Marketing Cloud Intelligence in the design.

Marketing Cloud Intelligence provides advanced analytics and data integration capabilities, allowing companies to aggregate, analyze, and visualize data from various sources, including external servers. This tool enables the tracking of campaign performance across different platforms and media, offering comprehensive insights into the effectiveness of advertising campaigns.

References:

Salesforce Marketing Cloud Intelligence documentation: <https://help.salesforce.com/> Salesforce Media Cloud resources:

<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 31

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