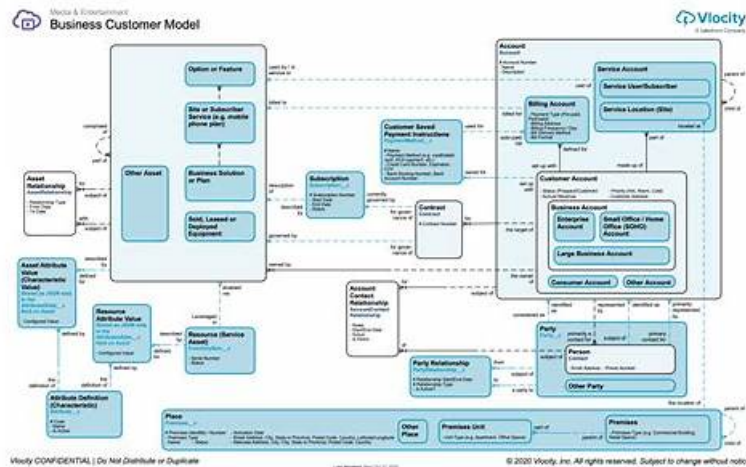


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Salesforce Media Cloud Consultant Exam Sample Questions (Q20-Q25):

NEW QUESTION # 20

A client is looking to adopt a new CRM solution to sell advertising products, starting with their digital content line of business. They sell standard digital ad products (digital banners, video inserts). Using media Cloud Advertising Sales Management (ASM), what is the most efficient approach for modeling these products?

- A. create a new salesforce object for the digital ad products specifications, link that object to the product2 object, and configure the required products using the product page layout
- B. create the required characteristics of the products using the product page layout
- C. configure an OmniScript that will retrieve the products from google Ad Manager and will be used in sales processes

- D. configure a product using product designer and associate the product to an ad space specification

Answer: D

Explanation:

For a client looking to sell standard digital ad products like digital banners and video inserts using Media Cloud Advertising Sales Management (ASM), the most efficient approach is to configure products using the Product Designer and associate these products with ad space specifications. This approach allows for the detailed definition and customization of ad products, including their dimensions, placement, and other relevant characteristics, directly within the Salesforce environment. Associating these products with specific ad space specifications ensures that they are accurately represented and can be effectively sold and managed within the digital content line of business.

References:

Salesforce Media Cloud Advertising Sales Management documentation: <https://help.salesforce.com/> Salesforce Product Designer Guide: <https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 21

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 source, to create a cross-channel optimization platform?

- A. data mapping visualizer
- B. Data raptor
- C. totalConnect
- D. Marketing cloud intelligence data lake stream
- E. API connectors

Answer: C,D,E

Explanation:

For ingesting and integrating all available channels as well as first and third-party data sources to create a cross-channel optimization platform, a consultant can use:

TotalConnect: This method allows for the ingestion of data from various sources, enabling a comprehensive view of customer interactions and campaign performance across channels.

Marketing Cloud Intelligence Data Lake Stream: Leveraging this integration method facilitates the streaming of large volumes of data into Marketing Cloud Intelligence, supporting real-time analytics and insights.

API Connectors: These connectors provide a flexible and customizable way to integrate disparate data sources with Salesforce, enabling seamless data exchange and integration.

Utilizing these integration methods allows for the creation of a unified platform that optimizes cross-channel marketing efforts, leveraging data from diverse sources for comprehensive analysis and insights.

References:

Salesforce Marketing Cloud Intelligence documentation: <https://help.salesforce.com/> Salesforce API Documentation: <https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/>

NEW QUESTION # 22

As a sales executive needs to select product attribute values during proposal line item creation, such as rate type, skippable, etc., apart from various sObject field values, such as product Name, Ad Space Format, etc. The base price of the line item depends on these values, including product attribute value selection, and it requires attribute-based pricing enablement. Which pricing interface implementation needs to be activated?

- A. PricingRulesImplementation
- B. DefaultPricingImplementation
- C. PricingPlanService
- D. PricingElementServiceImplementation

Answer: A

Explanation:

For attribute-based pricing enablement, where the base price of a proposal line item depends on various product attribute values and sObject field values, the PricingRulesImplementation interface needs to be activated. This interface allows for the definition and application of complex pricing rules based on a variety of attributes and conditions, providing the flexibility needed to accurately

price products based on specific characteristics and selections.

References:

Salesforce CPQ Developer Guide: https://developer.salesforce.com/docs/atlas.en-us.cpq_dev.meta/cpq_dev/ Salesforce Pricing Implementation documentation: <https://help.salesforce.com/>

NEW QUESTION # 23

A customer has provided the below Ad placement requirements for a vertical banner. size: 120x600, position (left or right), content (animated GIF) which two fields need to be configured in the ad creative size type object to meet the customer's requirements?

- A. height
- B. position
- C. width
- D. ad placement type

Answer: A,C

Explanation:

To meet the customer's requirements for an ad placement of a vertical banner with specific size and content attributes, the fields that need to be configured in the Ad Creative Size Type object are Width and Height. These fields allow for the specification of the banner's dimensions (120x600), which is crucial for ensuring that the ad creative conforms to the required size for effective display. The position (left or right) and content type (animated GIF) would typically be managed within the ad serving platform or specified in additional fields or instructions associated with the ad creative but are not standard fields in the Ad Creative Size Type object.

References:

Salesforce Media Cloud documentation: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce Ad Creative Management Guide: Information available in Salesforce Media Cloud resources

NEW QUESTION # 24

During proposal line item creation, a consultant needs to be able to select a value for a picklist type attribute.

Which non-overridable behaviour must the consultant select during the assignment to the parent object type?

- A. is not Assetizable
- B. is Not Translatable
- C. Run-time Configurable
- D. is Encrypted

Answer: C

Explanation:

When creating a proposal line item that includes a picklist type attribute, the consultant must ensure the attribute is "Run-time Configurable" (B) during its assignment to the parent object type. This non-overridable behavior allows the attribute's value to be selected dynamically at the time of proposal line item creation, providing the necessary flexibility to adapt to varying proposal requirements.

References:

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

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

NEW QUESTION # 25

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