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Salesforce Salesforce-Media-Cloud Media Cloud Accredited Professional Exam

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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<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.

Topic 2	<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 3	<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.

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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q21-Q26):

NEW QUESTION # 21

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business and has decided to use Google Ad Manager (GAM).

Which two actions should a Consultant perform before testing the GAM integration?

Choose 2 answers

- A. Add the GAM URL as a new CSP Trusted Site.
- **B. Create a new Named Credential to store the GAM endpoint.**
- C. Create a new Auth. Provider that specifies the Consumer Key and Consumer Secret from GAM.
- **D. Add the GAM endpoint in the OmniStudio Integration Procedure.**

Answer: B,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Before testing GAM integration, it is necessary to configure secure and proper connectivity. Creating a Named Credential in Salesforce secures the endpoint URL along with authentication details, which simplifies callouts. Adding the GAM endpoint to the OmniStudio Integration Procedure ensures that the system can route requests correctly. The Auth Provider creation is a valid step but not always required if Named Credentials handle authentication. Adding the GAM URL to the Content Security Policy (CSP) Trusted Sites ensures browser security for client-side interactions but is a secondary step.

Reference:

Media Cloud ASM Integration with GAM

Salesforce OmniStudio Integration Procedures Guide

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

NEW QUESTION # 22

A customer has the necessary licenses and dependent packages installed and would like to install the Advertising Sales Management (ASM) package.

Which step needs to be taken in order to do this?

- A. Find the installed package of Salesforce Industries Communications, Media, and Energy managed package in the setup of the sandbox instance and enable ASM.
- **B. Install by using a release package installation link from Salesforce Industries success community, selecting the industries applications package that is generally available (GA) for the target sandbox.**
- C. Go to the Vlocity CMT administration tab in the production org, search for the ASM app, and select enable. Then refresh the target sandbox.
- D. Request a trial org of the ASM package in the Salesforce Industries Media and Entertainment Process Library. Use the trial org requested as the source org for the target sandbox.

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The official way to install ASM is via the release package installation link provided in the Salesforce Industries Success Community. This ensures installing the latest GA version for the target sandbox. Other options refer to trial orgs or enabling existing packages but do not follow the official installation path.

Reference:

Media Cloud ASM Installation Guide

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

NEW QUESTION # 23

A publishing company has been using Media Cloud for the last six months and now wants to send order data over to the Google Ad Management platform. The company has the client and secret from Google.

Which element should a Consultant create within Salesforce to be able to enter these details?

- A. Custom Metadata
- B. Auth. Provider
- C. Connected App
- **D. Named Credentials**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Named Credentials in Salesforce are used to securely store external service endpoints and authentication details such as client ID and client secret. When integrating with Google Ad Manager, the client and secret are used for OAuth authentication. Named Credentials simplify authentication handling for callouts by managing tokens automatically and securely. Connected Apps are typically for OAuth client registration but not storing credentials in this use case.

Reference:

Salesforce Named Credentials Documentation

Media Cloud Google Ad Manager Integration

https://developer.salesforce.com/docs/atlas.en-us.externalobjects.meta/externalobjects/external_objects_named_credentials.htm

NEW QUESTION # 24

A company has purchased the Media Cloud solution. The IT Manager in charge of the deployment wants to understand which tools in Media Cloud can be used to map the legacy system data model to the Media Cloud data model?

Which two tools should the Consultant mention to the IT Manager in this case?

Choose 2 answers

- **A. IDX Build Tool**
- B. Setup / Object Manager
- **C. IDX Workbench**
- D. Schema Builder

Answer: A,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

IDX Workbench and IDX Build Tool are Salesforce-provided tools for managing Media Cloud metadata and data migration, allowing mapping from legacy systems to the Media Cloud data model. Schema Builder and Setup/Object Manager are Salesforce tools for standard metadata but not specialized for Media Cloud data mapping.

Reference:

Media Cloud Data Migration and Mapping Tools

IDX Workbench and Build Tool Documentation

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

NEW QUESTION # 25

A customer, who is already using the Media Cloud Advertising Sales Management (ASM) application, needs the ability to create and edit templates, while also being able to generate documents.

Which two managed permission sets are required for this?

Choose 2 answers

- A. DocGenInd CME Digital Experience User
- **B. MediaCloudPlus Runtime**
- **C. DocGenInd CME Designer User**
- D. DocGenInd CME Runtime User

Answer: B,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To create and edit document templates in ASM, users need design permissions as provided by the DocGenInd CME Designer User permission set. For generating documents, runtime permissions like MediaCloudPlus Runtime are required. The CME Digital Experience User is typically for external users in Experience Cloud, while the Runtime User allows template execution but not creation.

Reference:

Salesforce Media Cloud Document Generation

DocGenInd Permission Sets Overview

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

NEW QUESTION # 26

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