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Salesforce Media Cloud Accredited Professional Sample Questions (Q60-Q65):

NEW QUESTION # 60

Which two objects should a Consultant ensure the user has write access to, for the Seller to create media plans for Digital products using the Advertising Sales Management (ASM) Create Media Plan OmniScript?

Choose 2 answers

- A. Order
- B. Media Content Title
- C. Ad Quote Line
- D. Quotes

Answer: C,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To create digital media plans via ASM OmniScript, users require write access to Quote and Ad Quote Line objects because these store the media plan and its line items. Order and Media Content Title are not directly involved in the creation step.

Reference:

Media Cloud ASM OmniScript Setup

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

NEW QUESTION # 61

Which set of components are delivered as part of the managed package?

- A. FlexiPages, Custom Labels, Data Model, Media Service
- B. FlexiPages, Custom Labels, Vlocity Integration Settings, Custom Layouts
- C. OmniScript Definitions, CPQ APIs, FlexiPages, Custom Labels
- **D. OmniScript Definitions, CPQ APIs, Apex Classes, Lightning Web Components**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The managed package includes OmniScript Definitions, CPQ APIs, Apex Classes, and Lightning Web Components as core functional components to deliver Media Cloud features. Other sets list supporting components but not the full package essentials.

Reference:

Media Cloud Package Contents

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

NEW QUESTION # 62

A company is planning to adopt Media Cloud and has requirements around the relationship between clients and their advertising agencies, where they want to capture the role of each agency so they can identify clearly what is the Agency of Record. They also have requirements to map contacts within the agencies.

How should the Media Cloud data model be used to represent these relationships?

- **A. Advertisers and agencies should be created as Accounts and contacts as Contacts, and the Party Model should be adopted to define the relationships between them.**
- B. Advertisers and agencies should be created as Accounts, with agencies listed as child Accounts to the client Accounts, with Contacts related to those.
- C. Advertisers and agencies should be created as Accounts, and a custom lookup field should be created to represent the client/agency relationship. Contacts should be created under the Accounts.
- D. Advertisers should be created as Accounts, and agencies should be represented by a custom field added to the Contact object. Contacts should then be assigned to the Accounts.

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Party Model in Media Cloud is designed to represent complex relationships between entities such as Advertisers and Agencies. Both are Accounts, and relationships between them (including roles like Agency of Record) are defined via the Party Model, which also supports mapping Contacts within those Accounts. This model provides flexibility and best practice for relationship management over custom lookups or hierarchical Account structures.

Reference:

Media Cloud Party Model Architecture Guide

Salesforce Relationship Management in Media Cloud

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

NEW QUESTION # 63

A Consultant working on the implementation of Media Cloud for a publishing company has been asked by an IT Manager at the publishing company to better understand the structure of the Media Cloud data model.

How should the Consultant describe the characteristics of the Media Cloud data model?

- A. It is composed exclusively of Standard Objects.
- **B. It is composed of Custom and Standard Objects.**
- C. It is composed of Custom and Standard Objects with no extensions.
- D. It is composed exclusively of Custom Objects.

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud's data model includes both standard Salesforce objects (like Account, Contact, Quote) and custom objects specifically designed to handle media-related data. This hybrid model leverages Salesforce's core platform while extending it for media sales and delivery.

Reference:

Media Cloud Data Model Overview

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

NEW QUESTION # 64

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 sources, to create a cross-channel optimization platform?

Choose 3 answers

- **A. TotalConnect**
- **B. API Connectors**
- C. Data Raptor
- **D. Marketing Cloud Intelligence Data Lake Stream**
- E. Data Mapping Visualizer

Answer: A,B,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence (MCI) supports multiple integration methods including API Connectors for direct data ingestion, TotalConnect for ingesting external datasets, and Data Lake Streams for large-scale streaming data ingestion. Data Raptor and Data Mapping Visualizer are primarily Salesforce data transformation tools, not ingestion methods for MCI.

Reference:

Marketing Cloud Intelligence Integration Overview

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

NEW QUESTION # 65

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