

The diagram illustrates the Vlocity Business Customer Model, showing the relationships between various entities and their attributes. The entities are represented by boxes, and the relationships are indicated by lines with labels.

Entities and their Attributes:

- Option or Feature:**
 - Option ID
 - Option Name
- Site or Subscriber Service (e.g. mobile phone plan):**
 - Site ID
 - Site Name
- Business Solution or Plan:**
 - Business Solution ID
 - Business Solution Name
- Other Asset:**
 - Asset ID
 - Asset Name
- Subscription:**
 - Subscription ID
 - Subscription Name
- Customer Based Payment Instructions:**
 - Customer ID
 - Payment Method
- Account:**
 - Account ID
 - Account Name
- Service Account:**
 - Service User/Subscriber
 - Service Location (Site)
- Billing Account:**
 - Billing Account ID
 - Billing Account Name
- Customer Account:**
 - Customer Account ID
 - Customer Account Name
- Business Account:**
 - Business Account ID
 - Business Account Name
- Enterprise Account:**
 - Enterprise Account ID
 - Enterprise Account Name
- Small Office / Home Office (SOHO) Account:**
 - SOHO Account ID
 - SOHO Account Name
- Large Business Account:**
 - Large Business Account ID
 - Large Business Account Name
- Consumer Account:**
 - Consumer Account ID
 - Consumer Account Name
- Other Account:**
 - Other Account ID
 - Other Account Name
- Party:**
 - Party ID
 - Party Name
- Party Relationship:**
 - Party Relationship ID
 - Party Relationship Name
- Person:**
 - Person ID
 - Person Name
- Other Party:**
 - Other Party ID
 - Other Party Name
- Plan:**
 - Plan ID
 - Plan Name
- Other Plan:**
 - Other Plan ID
 - Other Plan Name
- Premium Unit:**
 - Premium Unit ID
 - Premium Unit Name
- Premium:**
 - Premium ID
 - Premium Name

Relationships:

- Asset Relationship (Associations):**
 - Asset ID to Option or Feature (labeled "Option ID")
 - Asset ID to Site or Subscriber Service (labeled "Site ID")
 - Asset ID to Business Solution or Plan (labeled "Business Solution ID")
 - Asset ID to Other Asset (labeled "Asset ID")
- Subscription:**
 - Subscription ID to Option or Feature (labeled "Option ID")
 - Subscription ID to Site or Subscriber Service (labeled "Site ID")
 - Subscription ID to Business Solution or Plan (labeled "Business Solution ID")
 - Subscription ID to Other Asset (labeled "Asset ID")
- Customer Based Payment Instructions:**
 - Customer ID to Account (labeled "Account ID")
 - Customer ID to Service Account (labeled "Service User/Subscriber")
 - Customer ID to Billing Account (labeled "Billing Account ID")
 - Customer ID to Customer Account (labeled "Customer Account ID")
 - Customer ID to Business Account (labeled "Business Account ID")
 - Customer ID to Enterprise Account (labeled "Enterprise Account ID")
 - Customer ID to Small Office / Home Office (SOHO) Account (labeled "SOHO Account ID")
 - Customer ID to Large Business Account (labeled "Large Business Account ID")
 - Customer ID to Consumer Account (labeled "Consumer Account ID")
 - Customer ID to Other Account (labeled "Other Account ID")
- Account:**
 - Account ID to Service Account (labeled "Service User/Subscriber")
 - Account ID to Billing Account (labeled "Billing Account ID")
 - Account ID to Customer Account (labeled "Customer Account ID")
 - Account ID to Business Account (labeled "Business Account ID")
 - Account ID to Enterprise Account (labeled "Enterprise Account ID")
 - Account ID to Small Office / Home Office (SOHO) Account (labeled "SOHO Account ID")
 - Account ID to Large Business Account (labeled "Large Business Account ID")
 - Account ID to Consumer Account (labeled "Consumer Account ID")
 - Account ID to Other Account (labeled "Other Account ID")
- Party:**
 - Party ID to Party Relationship (labeled "Party Relationship ID")
 - Party ID to Person (labeled "Person ID")
 - Party ID to Other Party (labeled "Other Party ID")
- Party Relationship:**
 - Party Relationship ID to Party (labeled "Party ID")
 - Party Relationship ID to Person (labeled "Person ID")
 - Party Relationship ID to Other Party (labeled "Other Party ID")
- Person:**
 - Person ID to Party Relationship (labeled "Party Relationship ID")
 - Person ID to Other Party (labeled "Other Party ID")
- Other Party:**
 - Other Party ID to Party Relationship (labeled "Party Relationship ID")
 - Other Party ID to Other Party (labeled "Other Party ID")
- Plan:**
 - Plan ID to Other Plan (labeled "Other Plan ID")
 - Plan ID to Premium Unit (labeled "Premium Unit ID")
 - Plan ID to Premium (labeled "Premium ID")
- Other Plan:**
 - Other Plan ID to Plan (labeled "Plan ID")
 - Other Plan ID to Premium Unit (labeled "Premium Unit ID")
 - Other Plan ID to Premium (labeled "Premium ID")
- Premium Unit:**
 - Premium Unit ID to Plan (labeled "Plan ID")
 - Premium Unit ID to Other Plan (labeled "Other Plan ID")
 - Premium Unit ID to Premium (labeled "Premium ID")
- Premium:**
 - Premium ID to Plan (labeled "Plan ID")
 - Premium ID to Other Plan (labeled "Other Plan ID")
 - Premium ID to Premium Unit (labeled "Premium Unit ID")

Assets and Attributes:

- Asset Relationship (Associations):**
 - Asset ID to Option or Feature (labeled "Option ID")
 - Asset ID to Site or Subscriber Service (labeled "Site ID")
 - Asset ID to Business Solution or Plan (labeled "Business Solution ID")
 - Asset ID to Other Asset (labeled "Asset ID")
- Asset Attribute Value (Characteristics):**
 - Asset ID to Asset Attribute Value (labeled "Asset ID")
 - Asset Attribute Value to Asset (labeled "Asset ID")
- Resource Attribute Value:**
 - Resource ID to Asset Attribute Value (labeled "Asset ID")
 - Asset Attribute Value to Resource (labeled "Resource ID")
- Resource (Service Asset):**
 - Resource ID to Asset Attribute Value (labeled "Asset ID")
 - Asset Attribute Value to Resource (labeled "Resource ID")
- Address Solution (Characteristics):**
 - Address Solution ID to Address Solution (labeled "Address Solution ID")
 - Address Solution to Address Solution (labeled "Address Solution ID")

Other Assets:

- Other Asset:**
 - Asset ID
 - Asset Name
- Other Plan:**
 - Other Plan ID
 - Other Plan Name
- Premium Unit:**
 - Premium Unit ID
 - Premium Unit Name
- Premium:**
 - Premium ID
 - Premium Name

Other Assets:

- Other Asset:**
 - Asset ID
 - Asset Name
- Other Plan:**
 - Other Plan ID
 - Other Plan Name
- Premium Unit:**
 - Premium Unit ID
 - Premium Unit Name
- Premium:**
 - Premium ID
 - Premium Name

Other Assets:

- Other Asset:**
 - Asset ID
 - Asset Name
- Other Plan:**
 - Other Plan ID
 - Other Plan Name
- Premium Unit:**
 - Premium Unit ID
 - Premium Unit Name
- Premium:**
 - Premium ID
 - Premium Name

Other Assets:

- Other Asset:**
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 - Asset Name
- Other Plan:**
 - Other Plan ID
 - Other Plan Name
- Premium Unit:**
 - Premium Unit ID
 - Premium Unit Name
- Premium:**
 - Premium ID
 - Premium Name

Other Assets:

- Other Asset:**
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 - Other Plan Name
- Premium Unit:**
 - Premium Unit ID
 - Premium Unit Name
- Premium:**
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 - Premium Name

Other Assets:

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 - Asset Name
- Other Plan:**
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 - Other Plan Name
- Premium Unit:**
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 - Premium Unit Name
- Premium:**
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Other Assets:

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 - Other Plan Name
- Premium Unit:**
 - Premium Unit ID
 - Premium Unit Name
- Premium:**
 - Premium ID
 - Premium Name

Other Assets:

- Other Asset:**
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 - Asset Name
- Other Plan:**
 - Other Plan ID
 - Other Plan Name
- Premium Unit:**
 - Premium Unit ID
 - Premium Unit Name
- Premium:**
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 - Premium Name

Other Assets:

- Other Asset:**
 - Asset ID
 - Asset Name
- Other Plan:**
 - Other Plan ID
 - Other Plan Name
- Premium Unit:**
 - Premium Unit ID

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Topic	Details

Topic 1	• 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	• 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	• 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.

Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q27-Q32):

NEW QUESTION # 27

A large media company is using Salesforce Industries to model Digital Advertising products. These products have a common set of characteristics.

Which pair of Media Cloud items would a Product Manager use to most efficiently create the products for the sales users to sell?

- A. Use a Standalone Product and add Attributes.
- B. Clone an existing ad product and assign Attributes.
- C. Use a Product Family for those products.
- **D. Use an Object Type and assign Attributes.**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Using Object Types with Attributes allows Product Managers to efficiently define product classes with shared characteristics. This modular approach is more scalable and manageable than cloning standalone products or relying solely on product families.

Reference:

Media Cloud Product Modeling

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

NEW QUESTION # 28

An Ad Ops team needs to ensure an order created by the Sales Executive is submitted to the downstream ad servers for fulfillment. Order items used within these orders are linked to commercial products and this entire order goes through the Industries Order Management process for fulfillment.

How should the Ad Ops team use the out-of-the-box product with product code: VPL-MEDIA-CLASS in this entire process?

- A. As Parent class of any commercial product
- **B. As corresponding technical product of a commercial product in a decomposition relationship**
- C. As Object type of a commercial product
- D. As Root product in a product bundle with child commercial products

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The product with code VPL-MEDIA-CLASS represents a technical product that corresponds to commercial products in a decomposition relationship. This enables the Order Management process to handle fulfillment through its association with commercial products.

Reference:

Media Cloud Product Hierarchies

Salesforce Industries Order Management

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

NEW QUESTION # 29

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

Answer: B,D

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 # 30

A publishing company has been using media cloud decides that they want to use marketing cloud intelligence for analytics.

However, there is an OAuth 2.0 authentication issue when attempting to set up data stream setup in marketing cloud intelligence.

Where should a consultant go within Salesforce to ensure that the settings in marketing cloud intelligence are set up correctly?

- A. connected app
- B. custom metadata
- **C. named credential**
- D. auth.Provider

Answer: C

Explanation:

When facing OAuth 2.0 authentication issues during the setup of a data stream in Marketing Cloud Intelligence, checking the Named Credential settings within Salesforce is a critical step. Named Credentials provide a secure way to manage authentication details for external services, ensuring that Salesforce can securely connect to Marketing Cloud Intelligence. By verifying and, if necessary, adjusting the Named Credential settings, the consultant can resolve authentication issues, enabling successful data stream setup and integration between Salesforce and Marketing Cloud Intelligence. Reference: <https://help.salesforce.com/>

NEW QUESTION # 31

A publisher needs to check ad server inventory as part of the media plan creation process.

Which ad server is supported by standard Media Cloud Advertising Sales Management (ASM) features?

- A. Sizmek
- B. Campaign Manager 360
- C. Openx
- D. Google Ad Manager

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Google Ad Manager (GAM) is the only ad server with out-of-the-box integration supported in Media Cloud ASM. This enables inventory checks, campaign booking, and reporting directly through Media Cloud interfaces. Other servers require custom integrations.

Reference:

Media Cloud Supported Ad Servers

Google Ad Manager Integration Guide

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

NEW QUESTION # 32

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