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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q14-Q19):

NEW QUESTION # 14

A customer needs to implement an automated Continuous Integration and Continuous Development (CI/CD) workflow where developers will work on their own Developer orgs to configure different OmniScripts. The developers then need to migrate the changes they have done to a sandbox that will be used for testing before promoting changes to Production.

Which tool should developers use to automate the migration of OmniStudio DataPacks and Salesforce metadata within the Media Cloud orgs?

- A. Backup and Restore Automation
- B. IDX Workbench
- C. **IDX Build Tool**
- D. Data Loader

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

IDX Build Tool is the recommended tool for automating migration and deployment of OmniStudio DataPacks and metadata between Salesforce orgs, supporting CI/CD workflows. IDX Workbench is more manual, and Backup and Restore Automation and Data Loader do not support OmniStudio DataPacks.

Reference:

Salesforce IDX Build Tool Documentation

Media Cloud Deployment Automation

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

NEW QUESTION # 15

A publishing company has an existing media plan creation process that was setup using OmniStudio a few months ago. A new requirement has come up where the user will be required to enter a new secondary budget field and this field should be stored with the rest of the media plan details.

On which object should a Consultant add this field so that it is stored with the rest of the media plan and can be added to the appropriate OmniScript?

- A. Order
- B. **Media Plan Placement**
- C. Opportunity
- D. Quote

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Media Plan Placement object holds detailed line-item level data related to media plans, including budgets and schedules. Adding the new secondary budget field here allows it to be managed alongside other media plan details and be exposed in OmniScripts that drive the media plan creation process. Opportunity, Order, and Quote objects do not store placement-level budget fields.

Reference:

Media Cloud Data Model Documentation

OmniStudio Media Plan Integration

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

NEW QUESTION # 16

Which out-of-the-box custom object is meant to represent sub-deals with their respective details (amount, date, etc.) to be captured?

- A. QuoteMember
- B. QuotePricingAdjustment
- C. **QuoteGroup**

- D. QuoteProductRollup

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The QuoteGroup object in Media Cloud ASM is designed to represent sub-deals within a quote, capturing details like amounts and dates for these groupings. It allows segmentation of quotes into logical deal components. The other objects focus on pricing adjustments, membership, or product rollups but do not represent sub-deals.

Reference:

Media Cloud ASM Data Model Guide

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

NEW QUESTION # 17

During proposal line item creation, a Consultant needs to be able to select a value for a picklist type attribute. Which non-overrideable behavior must the Consultant select during the assignment to the parent object type?

- A. Is Not Translatable
- B. Is Not Assetizable
- C. Is Encrypted
- **D. Run-time Configurable**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Run-time Configurable behavior allows the picklist values to be determined dynamically during runtime rather than being statically assigned. This is critical in proposal line items to select picklist values that may change or depend on other variables dynamically. The other options either disable functionality (Is Not Assetizable), restrict translations, or encrypt values but do not allow dynamic selection.

Reference:

Salesforce Media Cloud Data Model Guide

Proposal Line Item Configuration Best Practices

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

NEW QUESTION # 18

A Consultant needs to see the performance trend of the ad inventory sold in June of the last five years and use this information as input for campaigns next June.

Which two optional add-on Salesforce reporting components can be coupled with Media Cloud Advertising Sales Management (ASM) to gather, correlate, and present historical ad campaigns data for better decision making at the beginning of the sales cycle? Choose 2 answers

- A. Marketing Cloud Intelligence
- **B. CRM Analytics**
- **C. Tableau**
- D. Ad Manager

Answer: B,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau and CRM Analytics are Salesforce add-ons that can integrate with ASM data to provide deep historical analytics and performance trend insights. Marketing Cloud Intelligence focuses on data ingestion and optimization but Tableau and CRM Analytics specialize in flexible visualizations and historical analysis. Ad Manager is an ad server, not a reporting tool.

Reference:

Media Cloud Reporting and Analytics Options

Salesforce Tableau and CRM Analytics Integration

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

NEW QUESTION # 19

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