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Salesforce Media Cloud Accredited Professional Sample Questions (Q51-Q56):

NEW QUESTION # 51

What are two roles of Marketing Cloud Intelligence in Media Cloud?

Choose 2 answers

- A. Acts as a data lake for customer data insights
- B. Campaign reporting using Media Cloud and Ad Server data
- C. Campaign performance using Media Cloud and Ad Server data
- D. Acts as a customer data platform

Answer: B,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence functions to provide campaign reporting and performance analytics by combining Media Cloud and Ad Server data. It is not a customer data platform or a generic data lake, but a specialized marketing analytics solution.

Reference:

Marketing Cloud Intelligence Roles

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

NEW QUESTION # 52

A publisher has an existing system to build media plans and integrate with Google Ad Manager (GAM) to create digital ad campaigns.

Which two questions are important to ask to determine if Media Cloud Advertising Sales Management (ASM) is a good fit to replace the existing system?

Choose 2 answers

- A. What are the dimensions for all digital ad formats for the publisher?
- B. Which ad servers does the system need to connect to for campaign booking?
- C. Which types of ad products are included in media plans?
- D. Which type of marketing automation system is in use?

Answer: B,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Determining compatibility with existing ad servers and the types of ad products involved is critical when evaluating Media Cloud ASM as a replacement. Knowing ad server integration needs ensures technical fit, while product types determine if ASM supports the business model. Marketing automation systems and ad format dimensions are less critical at this stage.

Reference:

Media Cloud ASM Evaluation Checklist

Salesforce Media Cloud Integration Guidelines

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

NEW QUESTION # 53

A Sales Executive creates a quote. When the quote status is changed to Client Approved, it should automatically be submitted for approval. The approver needs to be a queue instead of an individual Salesforce user.

How can this be achieved in the system?

- A. Invoke Approval Process created on Opportunity linked to the Quote and keep Queue as Approver.
- B. Invoke Approval Process created on a custom object having lookup to Quote and keep Queue as Approver.
- C. Invoke Approval Process created on individual QuoteLineItem and keep Queue as Approver.
- D. **Invoke Approval Process on Quote and keep Queue as Approver.**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Approval processes on the Quote object can be configured to automatically submit for approval when status changes, and queues can be assigned as approvers. This is a standard Salesforce approval process setup and does not require custom objects or linked objects.

Reference:

Salesforce Approval Processes

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

NEW QUESTION # 54

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 # 55

A company is planning to do an audit and needs a report to determine all the price list changes that have been configured in all streaming packages configured in Media Cloud.

Which set of objects should a Consultant access to generate such report?

- A. Product, Price Book, Price Book Entry, Price List
- **B. Product, Pricing Plan, Pricing Plan Step, Price List**
- C. Product, Price List Entry, Pricing Element
- D. Product, Pricing Variable, Pricing Variable Binding

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Pricing Plan, Pricing Plan Step, and Price List objects are part of the managed pricing framework in Media Cloud used to define and track pricing changes. These objects collectively reflect the price list changes over streaming packages. Product and Price Book objects are standard Salesforce objects but do not capture the pricing plan step details critical for auditing price changes.

Reference:

Media Cloud Pricing Management Data Model

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

NEW QUESTION # 56

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