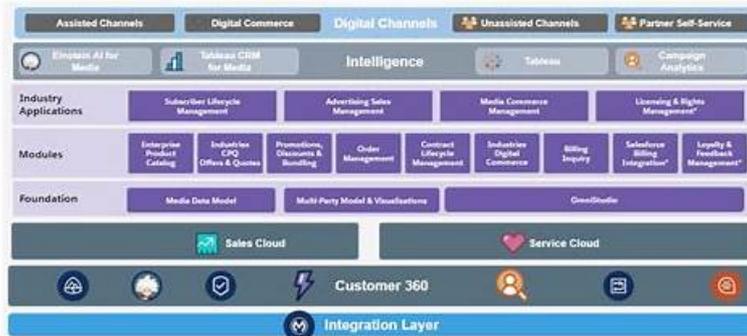


# Salesforce Salesforce-Media-Cloud Exam Cram Review, Salesforce-Media-Cloud Valid Exam Format



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## Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>• 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</li> <li>• CD environment.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>• 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</li> <li>• 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.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• 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.</li> </ul>

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## Salesforce-Media-Cloud: Salesforce Media Cloud Accredited Professional (AP) Exam dumps & PassGuide Salesforce-Media-Cloud exam

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## Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q50-Q55):

### NEW QUESTION # 50

Which core Salesforce object represents a media plan in Advertising Sales Management (ASM)?

- A. Media Plan
- B. Opportunity
- C. Proposal
- **D. Quote**

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Quote object serves as the core representation of a media plan in ASM. Quotes capture the details of proposed ad buys and are central to sales processes. The Media Plan object is more of an extension or custom entity, but Quotes remain the foundational object.

Reference:

Media Cloud ASM Data Model

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_asm\\_quote.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_quote.htm&type=5)

### NEW QUESTION # 51

Without custom development, with which Ad Serving Platform does Media Cloud integrate?

- A. Facebook Ads Manager
- **B. Google Ad Manager**
- C. Marketing Cloud Intelligence
- D. Inventory

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud offers out-of-the-box integration with Google Ad Manager (GAM) for ad serving, enabling booking, delivery tracking, and reporting. Other platforms like Facebook Ads Manager or Inventory require custom development or third-party connectors.

Reference:

Media Cloud Ad Server Integrations

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_ad\\_server\\_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_ad_server_integration.htm&type=5)

### NEW QUESTION # 52

A customer is using Media Cloud and they need to report on how well a digital advertising campaign is performing. The company is using Google Ad Manager (GAM) as one of their primary data sources.

Which product should a Consultant implement to analyze campaign performance?

- A. CRM Analytics
- B. Standard Salesforce Reporting and Dashboards
- **C. Marketing Cloud Intelligence**
- D. Custom Reporting Solution

**Answer: C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence provides advanced analytics capabilities by integrating data from Media Cloud and GAM to deliver comprehensive campaign performance analysis beyond standard reports or custom solutions.

Reference:

Marketing Cloud Intelligence Overview

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_mci.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci.htm&type=5)

### NEW QUESTION # 53

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. 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.**
- B. Go to the Vlocity CMT administration tab in the production org, search for the ASM app, and select enable. Then refresh the target sandbox.
- C. 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.
- D. Find the installed package of Salesforce Industries Communications, Media, and Energy managed package in the setup of the sandbox instance and enable ASM.

**Answer: A**

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

### NEW QUESTION # 54

Cloud Kicks is setting up a new instance for Media Cloud and their Sales Reps should only see opportunities that they have created. When Sales Managers run reports, they need to see the data for all the reps that report to them.

How should a Consultant set this up?

- A. Set the organization wide default (OWD) for the Opportunity object to private. Use sharing rules to share records owned by Sales Reps that are below the Manager in the role hierarchy.
- B. Set the organization wide default (OWD) for the Opportunity object to public. Use Apex Sharing to ensure Manager's can see the records owned by users below them in the role hierarchy.
- C. Set the organization wide default (OWD) for the Opportunity object to public. Filter the reports to show the records owned by users below them in the role hierarchy.
- **D. Set the organization wide default (OWD) for the Opportunity object to private. Set up the role hierarchy to ensure Managers can see the records owned by users below them in the role hierarchy.**

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Setting the OWD to private restricts record visibility to owners by default. Using the role hierarchy allows managers to view records owned by subordinates without additional sharing rules or code. This is the standard Salesforce approach for hierarchical visibility. Public OWD would not restrict sales reps' views.

Reference:

Salesforce Sharing and Visibility Best Practices

[https://help.salesforce.com/s/articleView?id=sf.sharing\\_model.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.sharing_model.htm&type=5)

### NEW QUESTION # 55

