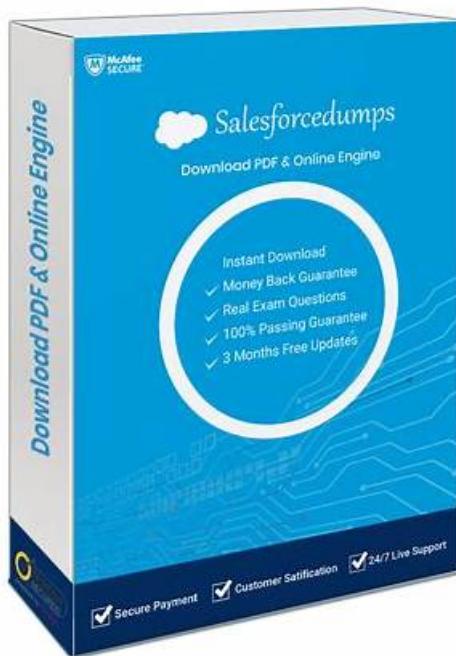


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Salesforce Media Cloud Consultant Exam Sample Questions (Q28-Q33):

NEW QUESTION # 28

A consultant working on the implementation of media cloud for publishing company has been asked by an IT Manager at the publishing company to better understand the structure of media cloud data model. How should the consultant describe the characteristics of media cloud data model?

- A. it is composed of custom objects with no extensions.
- B. it is composed exclusively of custom objects
- C. it is composed of custom and standard objects.
- D. it is composed exclusively of standard objects

Answer: C

Explanation:

The Salesforce Media Cloud data model is characterized by a blend of both custom and standard objects. This hybrid structure allows for the flexibility to tailor the platform to specific industry needs while leveraging the robust foundational features of Salesforce. Standard objects provide core CRM functionalities, such as accounts, contacts, and opportunities, which are essential for managing customer relationships and sales processes. Custom objects are added to support unique business requirements specific to the media and publishing industry, such as managing ad inventories, media plans, and ad sales. This combination ensures that Media Cloud can cater to the complex and specialized needs of media and publishing companies.

References:

Salesforce Media Cloud documentation: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce Standard and Custom Objects documentation: <https://developer.salesforce.com/docs/atlas.en-us>.
object_reference.meta/object_reference/

NEW QUESTION # 29

A customer has the necessary licensed 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. 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
- B. go to the Velocity CMT administrator tab in the production org, search for the ASM app, and select enable. Then refresh the target sandbox
- C. 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
- D. find the installed package of Salesforce Industries Communications, Media, and Energy managed package installed of the sandbox instance and enable ASM.

Answer: C

Explanation:

To install the Advertising Sales Management (ASM) package, the correct step is to use a release package installation link from the Salesforce Industries Success Community. This involves selecting the Industries Applications package that is Generally Available (GA) for installation in the target sandbox environment. This method ensures that the latest and most stable version of the ASM package is installed, adhering to Salesforce's best practices for package installation in sandbox environments for testing and validation before deploying to production.

References:

Salesforce Industries Success Community: Access through Salesforce Help or Community portals Salesforce Package Installation Guide:

<https://help.salesforce.com/articleView?id=000314281&type=1&mode=1>

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. named credential**
- C. custom metadata
- D. aut.Provider

Answer: B

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. References: <https://help.salesforce.com/>

NEW QUESTION # 31

AB2B advertising publishing company wants to start advertising sales management components migration from the source org to the target org. Which two tools can they use to migrate advertising sales management components?

- A. IDX build tool
- B. IDX workbench
- **C. unmanaged packages**
- **D. change sets**

Answer: C,D

Explanation:

For migrating Advertising Sales Management components from a source org to a target org, unmanaged packages and change sets are two effective tools. Unmanaged packages allow for the grouping of various components for deployment to another org, whereas change sets enable the transfer of specific customizations from one Salesforce org to another directly. Both methods facilitate the migration of configurations and customizations integral to Advertising Sales Management.

References:

Salesforce Change Sets documentation: <https://help.salesforce.com/>

Salesforce Unmanaged Packages Guide: https://developer.salesforce.com/docs/atlas.en-us.packagingGuide.meta/packagingGuide/packaging_package_intro.htm

NEW QUESTION # 32

A System Administrator of an advertising publishing company that uses Advertising Sales Management (ASM) is going through the migration from source org to target org.

During the migration, the System Administrator runs into an error related to permissions and licenses on the target org.

Which two reasons could have caused the error?

Choose 2 answers

- **A. The System Administrator user profile on the target org does not have the required permission set licenses or add-on licenses.**
- B. The source org does not have the required platform license definitions and add-on licenses.
- **C. The target org does not have the required platform license definitions and add-on licenses.**
- D. The target org does not have the necessary integration procedures and Data Raptors.

Answer: A,C

Explanation:

Permission and license errors in migration typically arise because the target org lacks the required platform license definitions or add-on licenses, or because the admin user profile does not have the necessary permission set licenses assigned. The source org licenses don't impact target org migration errors, and missing integration procedures/Data Raptors usually cause functional issues but not

license errors.

References:

Media Cloud ASM Migration Guide

Salesforce License and Permission Management https://help.salesforce.com/s/articleView?id=sf.media_cloud_migration_troubleshooting.htm&type=5

NEW QUESTION # 33

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