# Useful Salesforce-Media-Cloud Valid Exam Question - Easy and Guaranteed Salesforce-Media-Cloud Exam Success

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

| 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<br>• 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<br>• 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. |

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# Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q46-Q51):

## NEW QUESTION # 46
Which set of components are delivered as part of the managed package?

- A. FlexiPages, Custom Labels, Vlocity Integration Settings, Custom Layouts
- B. OmniScript Definitions, CPQ APIs, Apex Classes, Lightning Web Components
- C. OmniScript Definitions, CPQ APIs, FlexiPages, Custom Labels
- D. FlexiPages, Custom Labels, Data Model, Media Service

**Answer: B**

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
The managed package includes OmniScript Definitions, CPQ APIs, Apex Classes, and Lightning Web Components as core functional components to deliver Media Cloud features. Other sets list supporting components but not the full package essentials.
Reference:
Media Cloud Package Contents
https://help.salesforce.com/s/articleView?id=sf.media_cloud_package_contents.htm&type=5

## NEW QUESTION # 47
Which permission set license should a Consultant consider using when planning to allow for internal users to leverage Sales Management features such as "360° view of the Customer and Sales cycle", "Visualizations of key relationships including Agencies and Contacts," and "Digital contract lifecycle management?"

- A. Advertising Sales Management PSL
- B. Subscriber Lifecycle Management PSL
- C. Communications Cloud Digital Experience user PSL
- D. OmniStudio Admin

**Answer: A**

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
The Advertising Sales Management Permission Set License (PSL) is designed for internal users who require full access to Media Cloud sales features, including customer views, relationship visualizations, and contract management. OmniStudio Admin and other PSLs focus on different Salesforce clouds or administrative functions.
Reference:
Media Cloud Permission Set Licenses Guide
https://help.salesforce.com/s/articleView?id=sf.media_cloud_psl.htm&type=5

**NEW QUESTION # 48**
A broadcaster, who has implemented Media Cloud, wants to have a comparative view of planned versus actual revenue based on actual impressions.
In which two ways can a Consultant obtain both planned and actual revenue amounts?
Choose 2 answers

- A. Planned revenue from Media Cloud and actuals from Ad Server
- B. Planned revenue and actuals from Ad Server
- C. Planned revenue from Ad Server and actuals from Media Cloud
- D. Planned revenue and actuals from Media Cloud

**Answer: A,D**

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Media Cloud is designed to provide planned revenue figures as part of the media planning and booking process, while actual revenue data often comes from external Ad Servers that track delivery and impressions. To have a complete comparative view, consultants commonly combine planned revenue data maintained within Media Cloud with actual revenue data retrieved from the Ad Server, or use Media Cloud's integrated capabilities if actuals are captured there. Salesforce Media Cloud documentation supports this dual approach to revenue tracking by integrating planned data internally and actuals from connected Ad Servers for accurate financial analysis and reporting.
Reference:
Media Cloud Implementation Guide - Revenue Management Section
Salesforce Media Cloud Overview on Revenue Data Integration
https://help.salesforce.com/s/articleView?id=sf.media_cloud_revenue_management.htm&type=5

**NEW QUESTION # 49**
A Consultant is asked to help design a solution which could aid a company in expanding their reach into the small and medium business (SMB) segment. This has traditionally been a challenge for a company in the direct-sales channel because the small and medium business greatly outnumber the Sales team.
What should the Consultant do in the design to allow for Advertiser/Agency to self-service their media plans?

- A. Set up a public user, which anyone can use to create their own media plan, and provide their company information in the record detail.
- B. Build an Experience Cloud with the Customer Service template for the Advertiser to navigate the product catalog and configure the products in the site.
- C. Set up Web-to-Lead and have the Advertiser/Agency submit their media plan through a website so the Sales team can later take ownership of the record and follow up to finalize the media plan.
- D. Leverage the Advertising Sales Management Self-Care feature so that approved Advertiser/Agency can access an Experience Cloud portal where they can create and track their media plans.

**Answer: D**

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Advertising Sales Management (ASM) Self-Care is a built-in feature in Media Cloud that allows approved Advertisers and Agencies to use an Experience Cloud portal for creating and tracking media plans. This is the recommended solution to enable self-

service while maintaining controlled access, which is critical for scaling SMB reach efficiently. Web-to-Lead or public users lack the robustness and security of the Self-Care portal.
Reference:
Media Cloud ASM Self-Care Overview
Salesforce Experience Cloud for Media Cloud
https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_self_care.htm&type=5


## NEW QUESTION # 50

A client is looking to adopt a new CRM solution to sell advertising products, starting with their Digital Content line of business. They sell standard digital ad products (digital banners, video inserts).
Using Media Cloud Advertising Sales Management (ASM), what is the most efficient approach for modeling these products?

- A. Configure an OmniScript that will retrieve the products from Google Ad Manager and will be used in sales processes.
- B. Configure a product using Product Designer and associate the product to an Ad Space Specification.
- C. Create the required characteristics of the products in the Product object and configure the required products using the Product page layout.
- D. Create a new Salesforce object for the Digital Ad Products specifications, link that object to the Product2 object, and configure the required products using the Product page layout.

**Answer: B**

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Product Designer in Media Cloud allows modeling complex advertising products efficiently by associating them with Ad Space Specifications, ensuring correct mapping to ad inventory. This approach streamlines product configuration for sales users. Creating custom objects or relying solely on Product page layouts is less efficient and lacks native support for media-specific attributes.
Reference:
Media Cloud Product Designer Guide
Advertising Product Modeling Best Practices
https://help.salesforce.com/s/articleView?id=sf.media_cloud_product_designer.htm&type=5


## NEW QUESTION # 51

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