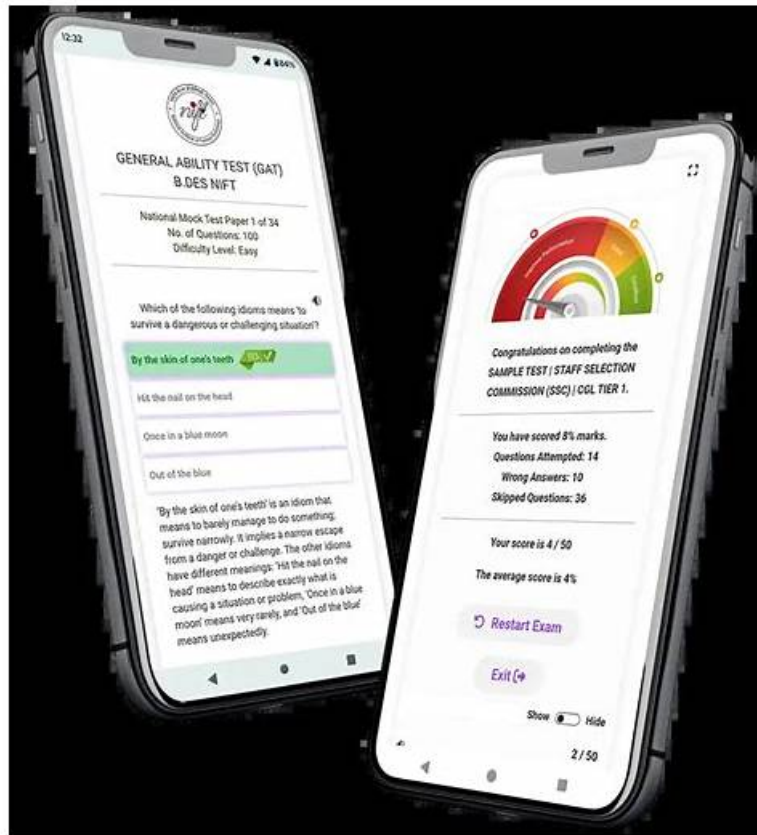


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Salesforce Media Cloud Accredited Professional Sample Questions (Q20-

Q25):

NEW QUESTION # 20

In Advertising Sales Management (ASM), what is the correct order of execution of the pre-built Industries Order Management orchestration plan components?

- A. Create order, create line items, add creative, approve order, activate order
- **B. Create order, create line items, approve order, activate order, add creative**
- C. Create line items, create order, add creative, approve order, activate order
- D. Create line items, create order, approve order, activate order, add creative

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The orchestration plan in ASM follows a logical sequence starting with creating the order, then creating associated line items, followed by approval, activation, and finally adding creative assets. This order ensures proper status transitions and fulfillment processes.

Reference:

Media Cloud Industries Order Management Documentation

Salesforce ASM Orchestration Plans

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

NEW QUESTION # 21

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 individual QuoteLineItem and keep Queue as Approver.
- B. Invoke Approval Process created on Opportunity linked to the Quote and keep Queue as Approver.
- C. Invoke Approval Process created on a custom object having lookup to Quote 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 # 22

Cloud Kicks has been using Media Cloud for the last three months and now wants to send order data over to the Google Ad Management platform.

What does a Consultant need to create in Salesforce to specify the callout URL?

- A. Custom Metadata
- B. Auth. Provider
- C. Connected App
- **D. Named Credential**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Named Credentials provide a secure and declarative way to specify callout URLs along with authentication information, simplifying

integration with Google Ad Manager. Connected Apps and Auth Providers manage authentication but do not directly specify callout URLs.

Reference:

Salesforce Named Credentials

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

NEW QUESTION # 23

A publisher wants to empower its sales team by embedding analytic dashboards that show the actual digital delivery performance on the Salesforce account page for advertisers and agencies. The dashboard will need to be customized to reflect nuances of the publisher's business.

What should a Consultant configure or implement to solve for this use case?

- **A. Configure the Ad Delivery Connector for CRM Analytics and set up an embedded CRM dashboard.**
- B. Use integration procedures to build a custom connection to the ad server to bring delivery data into the Ad Delivery object and set up a report chart on the account page.
- C. Clone one of the flex cards included in ASM and customize the parameters to display a Marketing Cloud Intelligence dashboard.
- D. Integrate digital delivery sources to Big Query or Snowflake, connect Tableau to the data warehouse, and then set up an embedded Tableau dashboard on the account page.

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Ad Delivery Connector for CRM Analytics is a standard Salesforce solution to display digital delivery metrics directly inside Salesforce, with embedded dashboards tailored to the publisher's business. This approach leverages native Salesforce Analytics, enabling customization and tight integration with account data. Using external data warehouses like Big Query or Tableau is more complex and less integrated.

Reference:

Salesforce CRM Analytics Ad Delivery Connector Documentation

Media Cloud Analytics Best Practices

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

NEW QUESTION # 24

Which two features should a Consultant keep in mind when proposing the use of JSON-based mapping over Object-based mapping for Contract templates?

Choose 2 answers

- **A. The Consultant can use the item section for any type of item list, not only for line items.**
- B. The data to extract and merge into the template must exist in standard objects.
- C. Documents cannot display attribute data unless the Custom section in the document template is used.
- **D. JSON-mapping allows for filtering individual line items or repeatable content items to display in a document, but Object-based mapping does not.**
- E. Only Contract, Opportunity, Order, and Quote objects are supported when mapping fields in JSON-based mapping.

Answer: A,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

JSON-based mapping offers greater flexibility, such as allowing the item section to include any list type, not just line items, and supports filtering for repeatable content in documents. Object-based mapping is more rigid and limited to standard object types.

Reference:

Media Cloud Contract Template Mapping

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

NEW QUESTION # 25

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