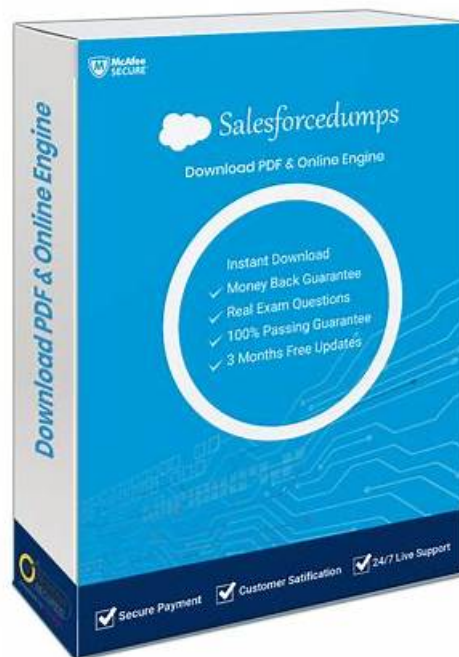


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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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.

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

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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q30-Q35):

NEW QUESTION # 30

During proposal line item creation, a Consultant needs to be able to select a value for a picklist type attribute. Which non-overridable behavior must the Consultant select during the assignment to the parent object type?

- A. Is Not Translatable
- B. Is Encrypted
- **C. Run-time Configurable**
- D. Is Not Assetizable

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Run-time Configurable behavior allows the picklist values to be determined dynamically during runtime rather than being statically assigned. This is critical in proposal line items to select picklist values that may change or depend on other variables dynamically. The other options either disable functionality (Is Not Assetizable), restrict translations, or encrypt values but do not allow dynamic selection.

Reference:

Salesforce Media Cloud Data Model Guide

Proposal Line Item Configuration Best Practices

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

NEW QUESTION # 31

Which three permission sets should a Consultant add for a newly hired Media Planner user?

Choose 3 answers

- A. MediaCloud Runtime

- B. Rule Engine Runtime
- C. MediaCloudPlus Runtime
- D. Media Cloud Base User
- E. OmniStudioUser

Answer: C,D,E

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

A Media Planner requires permission sets for OmniStudioUser to work with OmniStudio tools, MediaCloudPlus Runtime for ASM features, and Media Cloud Base User to access basic Media Cloud data and features. Rule Engine Runtime and MediaCloud Runtime are more specialized and not strictly required for planners.

Reference:

Media Cloud User Setup Guide

Salesforce Permission Sets for ASM

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

NEW QUESTION # 32

A large media company is using Salesforce Industries to model Digital Advertising products. These products have a common set of characteristics.

Which pair of Media Cloud items would a Product Manager use to most efficiently create the products for the sales users to sell?

- A. Use an Object Type and assign Attributes.
- B. Clone an existing ad product and assign Attributes.
- C. Use a Product Family for those products.
- D. Use a Standalone Product and add Attributes.

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Using Object Types with Attributes allows Product Managers to efficiently define product classes with shared characteristics. This modular approach is more scalable and manageable than cloning standalone products or relying solely on product families.

Reference:

Media Cloud Product Modeling

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

NEW QUESTION # 33

Which two actions take place, when an insertion order is created and submitted in Media Cloud Advertising Sales Management (ASM)?

Choose 2 answers

- A. Order flow is initiated for asset creation and billing
- B. Order is submitted to Industries Order Management
- C. The orchestration plan is created and can be viewed
- D. Order is submitted to B2B Commerce Order Management

Answer: A,B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Upon insertion order submission, Media Cloud triggers an order flow that initiates asset creation and billing processes. Additionally, the order is handed over to Industries Order Management for orchestration across external systems such as ad servers and billing platforms. B2B Commerce is not involved in ad order fulfillment.

Reference:

Media Cloud Order Management Process

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

NEW QUESTION # 34

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

Answer: B,E

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 # 35

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