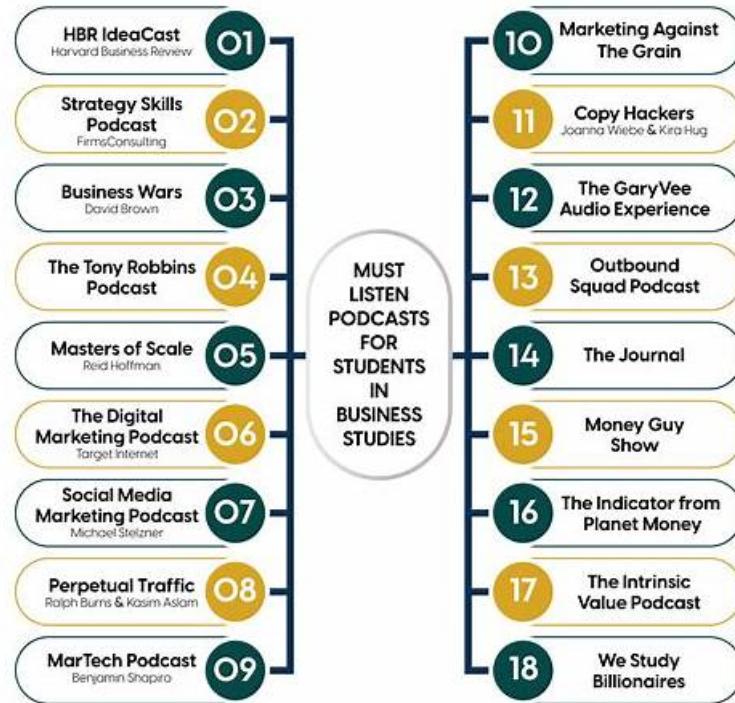


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Salesforce Media Cloud Consultant Exam Sample Questions (Q36-Q41):

NEW QUESTION # 36

A media firm would like to update campaign level details to compare schedule versus actual delivery on a daily basis. Which approach should a consultant take in this scenario?

- A. implement a listener integration to the downstream billing system for real-time schedule versus actual details
- B. Use an offline, static report to get the schedule versus actual details
- C. get the schedule versus actuals using downstream real-time integration
- D. get the schedule versus actuals using a revenue schedule tool or downstream batch integration

Answer: D

Explanation:

For a media firm looking to update campaign-level details to compare scheduled versus actual delivery on a daily basis, utilizing a revenue schedule tool or implementing a downstream batch integration would be the most efficient approach. This method allows for the aggregation of data at specified intervals, ensuring that the comparison reflects the most accurate and up-to-date information. Batch integration processes can be scheduled to run daily, providing the firm with a consistent and reliable method of tracking performance against expectations. References: <https://developer.salesforce.com/>

NEW QUESTION # 37

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

- A. is Encrypted
- B. Run-time Configurable
- C. is Not Translatable
- D. is not Assetizable

Answer: B

Explanation:

When creating a proposal line item that includes a picklist type attribute, the consultant must ensure the attribute is "Run-time Configurable" (B) during its assignment to the parent object type. This non-overridable behavior allows the attribute's value to be selected dynamically at the time of proposal line item creation, providing the necessary flexibility to adapt to varying proposal requirements. References:

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

<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 38

A publishing company is evaluating Salesforce for the below functionalities: a) lead to opportunity b) case management c) a media-specific data model d) OmniStudio capabilities. What is the minimum Salesforce licenses a consultant should suggest?

- A. media cloud basic
- B. media cloud advanced
- C. media cloud publishing
- D. media cloud growth

Answer: C

Explanation:

For a publishing company requiring functionalities like lead to opportunity, case management, a media-specific data model, and OmniStudio capabilities, the Media Cloud Publishing license is the most suitable.

This license package is designed to cater to the unique needs of publishing companies, incorporating core Salesforce features along with media-specific enhancements and the advanced tools provided by OmniStudio for designing customer-centric experiences and workflows. References: <https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 39

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. change sets
- C. unmanged packages
- D. IDX workbench

Answer: B,C

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_packa

NEW QUESTION # 40

A company is planning to adopt media cloud and has requirements around the relationship between clients and their advertising agencies, where they want to capture the role of each agency so they can identify clearly what is the agency of Record. They also have requirements to map contacts within the agencies. How should the media cloud data model be used to represent these relationships?

- A. advertisers and agencies should be created as accounts, and a custom lookup field should be created to represent the client/agency relationship. Contacts should be created under the accounts.
- B. advertisers and agencies should be created as accounts, with agencies listed as child accounts to the client accounts, with contacts related to those.
- C. advertisers and agencies should be created as accounts and contacts as contacts, and the party model should be adopted to define the relationship between them.
- D. advertisers should be created as accounts, and agencies should be represented by a custom field added to the contact object. Contacts should then be assigned to the accounts

Answer: C

Explanation:

To represent the relationship between clients and their advertising agencies in Media Cloud, creating both advertisers and agencies as separate accounts, with contacts under each, is the most structured approach.

Utilizing the party model within this configuration allows for the explicit definition of each agency's role, including the designation of an agency of record. This setup enables clear identification and management of relationships between advertisers, their agencies, and individual contacts within those agencies, providing a comprehensive view of all parties involved. References: <https://help.salesforce.com/>

NEW QUESTION # 41

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