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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<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 CICD environment.

Topic 2	<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.
Topic 3	<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.

Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q48-Q53):

NEW QUESTION # 48

When creating a Digital Ad Sales Media Proposal, which object mapping is used to link one show with multiple ad space formats during the catalog design?

- **A. Ad Space Specification (One-to-Many)**
- B. Ad Space Creative Size Type (One-to-Many)
- C. Ad Space Creative Size Type (One-to-One)
- D. Ad Space Specification (One-to-One)

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Ad Space Specification to Ad Space Creative Size Type uses a one-to-many relationship, allowing one show (Ad Space Specification) to be linked with multiple ad space formats (Creative Size Types) to handle different formats in the catalog.

Reference:

Media Cloud Catalog Design Data Model

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

NEW QUESTION # 49

A Media Cloud customer is already running Advertising Sales Management (ASM) on an org and wants to upgrade from an older release to a newer release.

What should a Consultant do before migration?

- **A. Take a backup of any customized or modified older ASM components**
- B. Take a backup of any newer ASM components
- C. Customize or modify the newer ASM components
- D. Activate Custom Lightning Web Components and FlexCards

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Before migrating ASM to a newer release, it is crucial to take a backup of any customized or modified components in the existing (older) release to avoid losing customizations. Newer components should not be customized before migration. Activating new LWC and FlexCards is a post-migration step.

Reference:

ASM Upgrade and Migration Best Practices

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

NEW QUESTION # 50

When a media plan is submitted to the ad servers, there is an error related to missing creative or a notification related to a change in the program schedule.

How can this error or notification be made visible on Media Cloud?

- A. Through data present on Media Cloud
- B. Through Einstein for Ad Servers
- **C. Through real-time integration to ad servers**
- D. Through campaign analytics reports

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud leverages real-time integrations with ad servers to surface errors or notifications such as missing creatives or schedule changes directly in the system. This allows users to act promptly based on live data. Reporting and analytics are more historical and do not provide immediate error visibility. Einstein is not specifically designed for ad server error reporting.

Reference:

Media Cloud Ad Server Integration Guide

Real-time Data Handling in ASM

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

NEW QUESTION # 51

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. FlexiPages, Custom Labels, Data Model, Media Service
- D. OmniScript Definitions, CPQ APIs, FlexiPages, Custom Labels

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 # 52

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

Answer: D

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

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