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Salesforce Media Cloud Accredited Professional Sample Questions (Q52-Q57):

NEW QUESTION # 52

A Consultant needs to see the performance trend of the ad inventory sold in June of the last five years and use this information as input for campaigns next June.

Which two optional add-on Salesforce reporting components can be coupled with Media Cloud Advertising Sales Management (ASM) to gather, correlate, and present historical ad campaigns data for better decision making at the beginning of the sales cycle? Choose 2 answers

- A. Ad Manager
- **B. CRM Analytics**
- **C. Tableau**
- D. Marketing Cloud Intelligence

Answer: B,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau and CRM Analytics are Salesforce add-ons that can integrate with ASM data to provide deep historical analytics and performance trend insights. Marketing Cloud Intelligence focuses on data ingestion and optimization but Tableau and CRM Analytics specialize in flexible visualizations and historical analysis. Ad Manager is an ad server, not a reporting tool.

Reference:

Media Cloud Reporting and Analytics Options

Salesforce Tableau and CRM Analytics Integration

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

NEW QUESTION # 53

An Administrator is mapping a user to Media Cloud personas. In the current role, the user builds media plans from request for proposals (RFPs), reviews past performance to gain insights, and proposes proactive solutions. To which persona should the user be mapped?

- A. Ad Ops
- **B. Media Planner**
- C. Yield Manager
- D. Designer

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Media Planner persona is responsible for creating media plans based on RFPs, analyzing past campaign data, and proposing strategic media buys. Yield Managers focus more on inventory optimization, Designers on creative development, and Ad Ops on campaign execution.

Reference:

Media Cloud Persona Mapping Guide

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

NEW QUESTION # 54

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 a custom object having lookup to Quote and keep Queue as Approver.
- C. Invoke Approval Process created on Opportunity linked to the 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 # 55

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. Clone one of the flex cards included in ASM and customize the parameters to display a Marketing Cloud Intelligence dashboard.
- B. 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.
- C. 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.
- **D. Configure the Ad Delivery Connector for CRM Analytics and set up an embedded CRM dashboard.**

Answer: D

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 # 56

Which out-of-the-box custom object is meant to represent sub-deals with their respective details (amount, date, etc.) to be captured?

- **A. QuoteGroup**
- B. QuotePricingAdjustment
- C. QuoteProductRollup
- D. QuoteMember

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The QuoteGroup object in Media Cloud ASM is designed to represent sub-deals within a quote, capturing details like amounts and dates for these groupings. It allows segmentation of quotes into logical deal components. The other objects focus on pricing adjustments, membership, or product rollups but do not represent sub-deals.

Reference:

Media Cloud ASM Data Model Guide

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

NEW QUESTION # 57

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