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Salesforce Media Cloud Accredited Professional Sample Questions (Q20-Q25):

NEW QUESTION # 20

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

- A. QuoteProductRollup

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

Answer: D

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 # 21

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business and Google Ad Manager (GAM). They want to have a complete view of their media plans using dashboards.

Which system integration provides built-in dashboards to integrate with the ASM application?

- A. Tableau
- B. **Marketing Cloud Intelligence**
- C. Google Data Studio
- D. CRM Analytics

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence (formerly Datorama) provides built-in dashboards designed for Media Cloud ASM, offering cross-channel campaign performance visibility. While Tableau and CRM Analytics offer reporting, MCI is the Salesforce-native integrated solution specifically targeting media plans and ad campaigns in ASM. Google Data Studio is a separate Google product not embedded in Salesforce.

Reference:

Media Cloud ASM Analytics Integration

Marketing Cloud Intelligence Overview

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

NEW QUESTION # 22

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. The Sales Representatives can sell digital, TV, radio, print, and event ads to their customers in a single media plan.

Which two media types are available for planning out-of-the-box with Media Cloud?

Choose 2 answers

- A. Digital
- B. Linear
- C. Print
- D. Event

Answer: A,B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Out-of-the-box Media Cloud supports Linear (TV, radio) and Digital media types for planning. Print and Event media types typically require customization or are handled separately.

Reference:

Media Cloud Media Types

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

NEW QUESTION # 23

A company is planning to do an audit and needs a report to determine all the price list changes that have been configured in all streaming packages configured in Media Cloud.

Which set of objects should a Consultant access to generate such report?

- A. Product, Pricing Variable, Pricing Variable Binding
- B. Product, Price List Entry, Pricing Element
- C. Product, Pricing Plan, Pricing Plan Step, Price List
- D. Product, Price Book, Price Book Entry, Price List

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Pricing Plan, Pricing Plan Step, and Price List objects are part of the managed pricing framework in Media Cloud used to define and track pricing changes. These objects collectively reflect the price list changes over streaming packages. Product and Price Book objects are standard Salesforce objects but do not capture the pricing plan step details critical for auditing price changes.

Reference:

Media Cloud Pricing Management Data Model

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

NEW QUESTION # 24

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

Choose 3 answers

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

Answer: B,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 # 25

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