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## Salesforce Media Cloud Consultant Exam Sample Questions (Q43-Q48):

**NEW QUESTION # 43**
Which two objects should a consultant ensure the user has write access to, for the seller to create media plans for digital products using the Advertising Sales Management (ASM) Create Media Plan omniScript?

- A. ad quote line
- B. media content title
- C. quotes
- D. order

**Answer: A,C**

Explanation:
For a seller to create media plans for digital products using the Advertising Sales Management (ASM) Create Media Plan OmniScript in Salesforce Media Cloud, it's essential they have write access to specific objects that are integral to the media planning and sales process. These objects include:
Quotes: This object is critical as it allows sellers to propose prices for various advertising spots or spaces within media content. The quote object captures proposed prices for ad placements, making it a central piece in creating a media plan.
Ad Quote Line: This object represents individual line items within a quote, detailing specific ad placements, durations, and other relevant specifications for each proposed ad spot within the media plan.
Ensuring sellers have write access to these objects enables them to efficiently create, modify, and propose media plans to prospective advertisers, streamlining the sales process.
References:
Salesforce Advertising Sales Management documentation:https://help.salesforce.com/ Salesforce Media Cloud resources:
https://www.salesforce.com/products/media-cloud/overview/

## NEW QUESTION # 44
A media cloud customer has a requirement of showing different fields to different groups of users so that confidentiality of information is maintained. For example, business unit A users cannot view quotes of business unit B and vice versa. However, both business units are supported by a single operations team who need to see both quote types. Managers need to be able to view and edit records of their team members. Which three sharing and visibility settings are relevant for consideration in this scenario?

- A. organization wide default
- B. enterprise territory management
- C. sharing group
- D. field level security
- E. sharing rules

**Answer: A,D,E**

Explanation:
To ensure confidentiality of information among different groups of users in a Media Cloud customer scenario, where business unit A users cannot view quotes of business unit B and vice versa, the relevant sharing and visibility settings to consider areOrganization Wide Defaults, Sharing Rules, and Field Level Security.
Organization Wide Defaults set the baseline level of access, Sharing Rules can extend access based on specific criteria, and Field Level Security controls visibility to specific fields within records, ensuring that information is only accessible to the appropriate users or groups.
References:
Salesforce Security Guide: https://help.salesforce.com/articleView?id=sf.security_data_access.htm Salesforce Field Level Security documentation:
https://help.salesforce.com/articleView?id=sf.admin_fls.htm&type=5

## NEW QUESTION # 45
A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require Sales Representatives and Media Planners to sell their digital ad products with targeting selections for geo targeting, day/time targeting, content targeting, and user's OS targeting.
Which type of targeting is available with Media Cloud?

- A. Geo Targeting
- B. User's OS Targeting
- C. Day/Time Targeting
- D. Content Targeting

**Answer: A**

Explanation:
Media Cloud supports Geo Targeting as part of its standard digital ad targeting capabilities, allowing advertisers to specify geographic locations for their ads. Content Targeting, Day/Time Targeting, and User's OS Targeting are generally managed by the Ad Server or external DSP platforms, not Media Cloud out-of-the- box.

References:
Media Cloud Digital Ad Targeting Features
Salesforce Media Cloud Product Guidehttps: //help.salesforce.com/s/articleView?id=sf.media_cloud_targeting.htm&type=5

## NEW QUESTION # 46
Apublishing company is evaluating Salesforce for the below functionalitis: 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 publishing
- B. media cloud advanced
- C. media cloud basic
- D. media cloud growth

**Answer: A**

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 # 47
AB2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require a Sales Representative persona to be created for their users. Which three types of permission sets are required for a persona to be present in an enviroment?

- A. Media Cloud Base User
- B. OmniStudioUser
- C. DocGenIndCmeDesignerUser
- D. OmniStudioAdmin
- E. Rue Engine Runtime

**Answer: A,B,E**

Explanation:
For creating a Sales Representative persona in a Salesforce environment, particularly for managing advertising sales business, the following three types of permission sets are required:
Media Cloud Base User: This permission set provides foundational access to Media Cloud functionalities necessary for sales representatives.
OmniStudioUser: Grants access to OmniStudio tools, enabling sales representatives to utilize these tools for designing and executing customer engagements.
Rule Engine Runtime: Essential for allowing sales representatives to execute processes and rules defined within the Media Cloud environment, supporting decision-making and sales activities.
These permission sets collectively equip the Sales Representative persona with the necessary access and capabilities to effectively operate within the Media Cloud environment.
References:
Salesforce Permission Sets documentation:https://help.salesforce.com/
Salesforce Media Cloud resources: https://www.salesforce.com/products/media-cloud/overview/ Salesforce OmniStudio documentation:
https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta/omnistudio/

## NEW QUESTION # 48
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