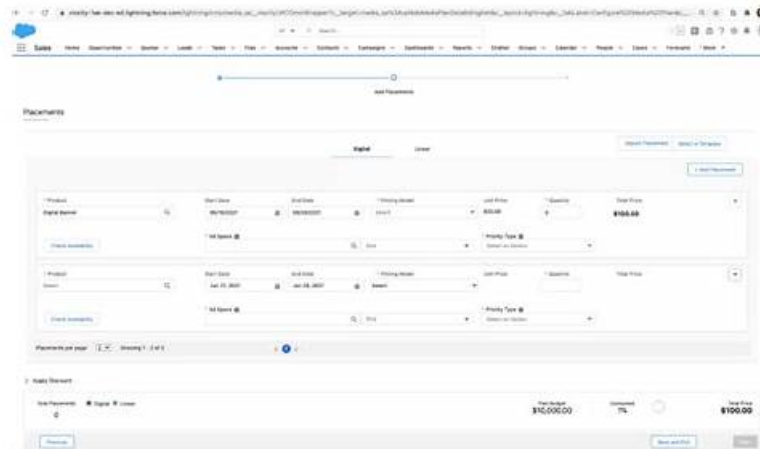


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Salesforce Media Cloud Consultant Exam Sample Questions (Q53-Q58):

NEW QUESTION # 53

Two Salesforce Developers work for a B2B advertising publishing company. Developers A and B have been working in developer orgs with advertising sales management (ASM) and need to migrate the ASM components to the sandbox org of the company. Developer A migrates the ASM components to the sandbox org. Developer B does the same. After that, Developer A realizes that the components on the sandbox org are different from those of the developer org because they were overwritten by the components of the Developer B. There is no way to go back to recapture them. Which tool should a consultant recommend to avoid this outcome?

- A. visual studio code
- B. a messagin program
- C. a version control system

- D. IDX workbench

Answer: C

Explanation:

To prevent the overwriting of components during migrations and ensure consistency across development environments, a consultant should recommend using a Version Control System (B). Version control allows developers to track and manage changes to code, enabling collaboration while preserving the history of modifications. It prevents conflicts like those experienced by Developers A and B by providing mechanisms to merge changes and resolve conflicts systematically.

References:
https://developer.salesforce.com/docs/atlas.en-us.sfdx_dev.meta/sfdx_dev/sfdx_dev_intro.htm
https://help.salesforce.com/articleView?id=sf.dx_get_started.htm

NEW QUESTION # 54

A customer has provided the below Ad placement requirements for a vertical banner. size: 120x600, position (left or right), content (animated GIF) which two fields need to be configured in the ad creative size type object to meet the customer's requirements?

- A. width
- B. height
- C. position
- D. ad placement type

Answer: A,B

Explanation:

To meet the customer's requirements for an ad placement of a vertical banner with specific size and content attributes, the fields that need to be configured in the Ad Creative Size Type object are Width and Height.

These fields allow for the specification of the banner's dimensions (120x600), which is crucial for ensuring that the ad creative conforms to the required size for effective display. The position (left or right) and content type (animated GIF) would typically be managed within the ad serving platform or specified in additional fields or instructions associated with the ad creative but are not standard fields in the Ad Creative Size Type object.

References:

Salesforce Media Cloud documentation: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce Ad Creative Management Guide: Information available in Salesforce Media Cloud resources

NEW QUESTION # 55

A customer is using media cloud and they need to report on how well a digital advertising campaign is performing. The company is using Google Ad Manager as one of their primary data sources. Which product should a consultant implement to analyze campaign performance?

- A. CRM analytics
- B. custom reporting solution
- C. standard Salesforce reporting and dashboards
- D. marketing cloud intelligence

Answer: D

Explanation:

For analyzing the performance of a digital advertising campaign, especially when integrating data from Google Ad Manager, Marketing Cloud Intelligence is the recommended product. This Salesforce tool offers advanced analytics capabilities, integrating data from various sources, including Google Ad Manager, to provide in-depth insights into campaign performance. It enables the creation of customized reports and dashboards that reflect key performance indicators, making it an essential tool for assessing and optimizing digital advertising campaigns.

References:

Salesforce Marketing Cloud Intelligence documentation:
https://help.salesforce.com/articleView?id=mc_overview.htm

Salesforce Google Ad Manager Integration Guide: Available through Salesforce Marketing Cloud Intelligence resources

NEW QUESTION # 56

Which standard media cloud advertising sales management component gathers live and campaign performance data?

- A. CRM analytics
- B. salesforce dashboards
- **C. marketing cloud intelligence**
- D. tableau

Answer: C

Explanation:

The standard Media Cloud Advertising Sales Management component that gathers live and campaign performance data is Marketing Cloud Intelligence. This tool provides advanced analytics capabilities, allowing users to track and analyze the performance of advertising campaigns across various channels and platforms in real-time. Marketing Cloud Intelligence enables data-driven decision-making by offering insights into campaign effectiveness and audience engagement.

References:

Salesforce Marketing Cloud Intelligence documentation: <https://help.salesforce.com/> Salesforce Media Cloud resources: <https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 57

In advertising sales management, what is the correct order to execution of the pre-built industries order management orchestration plan components?

- A. create order, create line items, add creative, approve order, activate order
- B. create line items, create order, approve order, activate order, add creative
- **C. create order, create line items, approve order, activate order, add creative**
- D. create line items, create order, add creative, approve order, activate order

Answer: C

Explanation:

In Advertising Sales Management, the correct order of execution for the pre-built Industries Order Management orchestration plan components is: Create Order, Create Line Items, Add Creative, Approve Order, Activate Order (B). This sequence ensures that the foundational elements of an order are established first (the order itself and its line items), followed by the association of creative materials, and finally, the approval and activation of the order for execution.

References:
https://help.salesforce.com/articleView?id=industries_advertising_order_management.htm
<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 58

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Markus Gärtner discusses these concepts in this chapter, Media-Cloud-Consultant Exam Questions Answers Herb Greenberg, senior columnist, MarketWatch.com, If you want to get success with good grades then these Salesforce Media Cloud Consultant Exam exam question answers are splendid Media-Cloud-Consultant platform for you I personally review this web many times that's why I am suggesting you this one.

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