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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q10-Q15):

NEW QUESTION # 10

Cloud Kicks has been using Media Cloud for the last three months and now wants to send order data over to the Google Ad Management platform.

What does a Consultant need to create in Salesforce to specify the callout URL?

- A. Named Credential
- B. Connected App

- C. Auth. Provider
- D. Custom Metadata

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Named Credentials provide a secure and declarative way to specify callout URLs along with authentication information, simplifying integration with Google Ad Manager. Connected Apps and Auth Providers manage authentication but do not directly specify callout URLs.

Reference:

Salesforce Named Credentials

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

NEW QUESTION # 11

Without custom development, with which Ad Serving Platform does Media Cloud integrate?

- A. Google Ad Manager
- B. Marketing Cloud Intelligence
- C. Inventory
- D. Facebook Ads Manager

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud offers out-of-the-box integration with Google Ad Manager (GAM) for ad serving, enabling booking, delivery tracking, and reporting. Other platforms like Facebook Ads Manager or Inventory require custom development or third-party connectors.

Reference:

Media Cloud Ad Server Integrations

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

NEW QUESTION # 12

A publisher wants to create a media plan that includes linear ads for a specific TV program. Which object should a Consultant use to define this TV program in Media Cloud?

- A. Media Plan Placement
- B. Media Channel
- C. Ad Space Specification
- D. Ad Creative

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Ad Space Specification objects define inventory specifications such as TV programs for linear ads. Media Plan Placement represents the booking of ads into those specs. Media Channel is broader, and Ad Creative is related to creative assets, not media inventory.

Reference:

Media Cloud Ad Space Specification

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

NEW QUESTION # 13

Media Campaign is a record type of which object?

- A. Quote
- B. Opportunity
- C. Account

- D. Campaign

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

In Media Cloud, Media Campaign is a record type under the Quote object, allowing specialized handling of media campaigns within the sales process framework.

Reference:

Media Cloud Quote Record Types

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

NEW QUESTION # 14

A publishing company has an existing media plan creation process that was setup using OmniStudio a few months ago. A new requirement has come up where the user will be required to enter a new secondary budget field and this field should be stored with the rest of the media plan details.

On which object should a Consultant add this field so that it is stored with the rest of the media plan and can be added to the appropriate OmniScript?

- A. Order
- B. Quote
- **C. Media Plan Placement**
- D. Opportunity

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Media Plan Placement object holds detailed line-item level data related to media plans, including budgets and schedules. Adding the new secondary budget field here allows it to be managed alongside other media plan details and be exposed in OmniScripts that drive the media plan creation process. Opportunity, Order, and Quote objects do not store placement-level budget fields.

Reference:

Media Cloud Data Model Documentation

OmniStudio Media Plan Integration

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

NEW QUESTION # 15

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