

# Valid Exam Salesforce AP-217 Registration, AP-217 Latest Dumps Sheet



## Salesforce AP-217

Media Cloud Accredited Professional

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## Salesforce Media Cloud Accredited Professional Sample Questions (Q47-Q52):

### NEW QUESTION # 47

In Advertising Sales Management (ASM), what is the correct order of execution of the pre-built Industries Order Management orchestration plan components?

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

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The orchestration plan in ASM follows a logical sequence starting with creating the order, then creating associated line items, followed by approval, activation, and finally adding creative assets. This order ensures proper status transitions and fulfillment processes.

Reference:

Media Cloud Industries Order Management Documentation

Salesforce ASM Orchestration Plans

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_asm\\_orchestration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_orchestration.htm&type=5)

### NEW QUESTION # 48

A Media Cloud customer is already running Advertising Sales Management (ASM) on an org and wants to upgrade from an older release to a newer release.

What should a Consultant do before migration?

- A. Activate Custom Lightning Web Components and FlexCards
- **B. Take a backup of any customized or modified older ASM components**
- C. Take a backup of any newer ASM components
- D. Customize or modify the newer ASM components

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Before migrating ASM to a newer release, it is crucial to take a backup of any customized or modified components in the existing (older) release to avoid losing customizations. Newer components should not be customized before migration. Activating new LWC and FlexCards is a post-migration step.

Reference:

ASM Upgrade and Migration Best Practices

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_asm\\_upgrade.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_upgrade.htm&type=5)

### NEW QUESTION # 49

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 (GAM) as one of their primary data sources.

Which product should a Consultant implement to analyze campaign performance?

- **A. Marketing Cloud Intelligence**
- B. Custom Reporting Solution
- C. CRM Analytics
- D. Standard Salesforce Reporting and Dashboards

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence provides advanced analytics capabilities by integrating data from Media Cloud and GAM to deliver comprehensive campaign performance analysis beyond standard reports or custom solutions.

Reference:

Marketing Cloud Intelligence Overview

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_mci.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci.htm&type=5)

### NEW QUESTION # 50

A Consultant working on the implementation of Media Cloud for a publishing company has been asked by an IT Manager at the publishing company to better understand the structure of the Media Cloud data model.

How should the Consultant describe the characteristics of the Media Cloud data model?

- A. It is composed of Custom and Standard Objects with no extensions.
- B. It is composed exclusively of Custom Objects.
- **C. It is composed of Custom and Standard Objects.**
- D. It is composed exclusively of Standard Objects.

**Answer: C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud's data model includes both standard Salesforce objects (like Account, Contact, Quote) and custom objects specifically designed to handle media-related data. This hybrid model leverages Salesforce's core platform while extending it for media sales and delivery.

Reference:

Media Cloud Data Model Overview

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_data\\_model.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_data_model.htm&type=5)

### NEW QUESTION # 51

A company is planning to adopt Media Cloud and has requirements around the relationship between clients and their advertising agencies, where they want to capture the role of each agency so they can identify clearly what is the Agency of Record. They also have requirements to map contacts within the agencies.

How should the Media Cloud data model be used to represent these relationships?

- A. Advertisers and agencies should be created as Accounts, with agencies listed as child Accounts to the client Accounts, with Contacts related to those.
- B. Advertisers and agencies should be created as Accounts, and a custom lookup field should be created to represent the client/agency relationship. Contacts should be created under the Accounts.
- C. Advertisers should be created as Accounts, and agencies should be represented by a custom field added to the Contact object. Contacts should then be assigned to the Accounts.
- **D. Advertisers and agencies should be created as Accounts and contacts as Contacts, and the Party Model should be adopted to define the relationships between them.**

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Party Model in Media Cloud is designed to represent complex relationships between entities such as Advertisers and Agencies. Both are Accounts, and relationships between them (including roles like Agency of Record) are defined via the Party Model, which also supports mapping Contacts within those Accounts. This model provides flexibility and best practice for relationship management over custom lookups or hierarchical Account structures.

Reference:

Media Cloud Party Model Architecture Guide

Salesforce Relationship Management in Media Cloud

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_party\\_model.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_party_model.htm&type=5)

### NEW QUESTION # 52

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