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Salesforce Media Cloud Consultant Exam Sample Questions (Q57-Q62):

NEW QUESTION # 57
A media cloud customer is already running advertising sales management (ASM) on an org and wants to upgrade from an older release. What should a consultant do before migration?

- A. Take a backup of any customized or modified older ASM components
- B. activate custom lightning web components and FlexCards
- C. take a backup of any newer ASM components
- D. customize or modify the newer ASM components

Answer: A

Explanation:
Before migrating or upgrading Advertising Sales Management (ASM) in Salesforce Media Cloud, it's crucial to safeguard existing customizations and modifications. Taking a backup of any older ASM components that have been customized or modified ensures that custom functionalities and integrations are preserved during the upgrade process. This step is essential to avoid data loss and to maintain the integrity of custom workflows, processes, and configurations that have been tailored to the business's unique requirements.References:https://help.salesforce.com/

NEW QUESTION # 58
What does "Check Availability" do during media plan creation?

- A. makes sure that resources to work on creatives are available
- B. checks the availability of the ad server
- C. checks the schedules of the campaign plan team
- D. checks the ad space and capacity availability in the ad server'

Answer: D

Explanation:
The "Check Availability" function during media plan creation is designed to check the ad space and capacity availability in the ad server (D). This process ensures that the desired placements and inventory are available for the planned campaign dates and volumes, thereby avoiding overbooking and enabling effective campaign planning and execution.References:
https://help.salesforce.com/articleView?id=sf.dmp_advertising_sales_check_availability.htm
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 59
In digital ad sales, which set of objects does a consultant need to configure and how many records are needed under the object to form a relationship where one program is shown on five mobile apps?

- A. media content title: five(program), media channel: five (app), product: one
- B. media content title: one(program), media channel: one (app), product: five
- C. media content title: five(program), media channel: five (app), product: five
- D. media content title: one(program), media channel: five (app), product: five

Answer: D

Explanation:
For a relationship where one program is shown on five mobile apps in digital ad sales, the consultant needs to configure the objects as follows: Media Content Title: one (program), Media Channel: five (app), Product: five (C). This setup implies one program is available across five different apps, each requiring a unique product configuration to represent the advertising opportunity associated with the program on each app.References:
https://help.salesforce.com/articleView?id=mc_overview.htm
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 60

In digital ad sales, what are two ways advertisiments are priced?

- A. cost per click (CPC)
- B. marketing cost
- C. cost per mille (CPM)
- D. prepaid expense (PE)

Answer: A,C

Explanation:

In digital ad sales, advertisements are commonly priced based on Cost Per Mille (CPM) (A), which refers to the cost per thousand impressions, and Cost Per Click (CPC) (C), which refers to the cost each time a user clicks on an ad. These pricing models help advertisers and publishers to measure the cost-effectiveness and performance of their ad campaigns.References:
https://help.salesforce.com/articleView?id=mc_overview.htm
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 61

Which two features should a consultant keep in mind when proosing the use of JSON-based mapping over object-based mapping for contract templates?

- A. only contract, opportunity, order, and quote objects are supported when mapping fields is JSON-based mapping
- B. the consultant can use the item section for any type of item list, not only for line items
- C. JSON-mapping allows for filtering individual line items or repeatable content items to display in a document, but object-based mapping does not
- D. documents cannot display attribute data unless the custom section in the document template is used
- E. the data to extract and merge into the template must exist in standard objects

Answer: B,C

Explanation:

When proposing the use of JSON-based mapping over object-based mapping for contract templates, a consultant should keep in mind the following features:
JSON-mapping allows for filtering individual line items or repeatable content items to display in a document, but object-based mapping does not: This feature provides greater flexibility in customizing the content that appears in the document, allowing for more targeted and relevant information to be included.
The consultant can use the item section for any type of item list, not only for line items: This versatility enables the inclusion of various types of data lists in the document, beyond just standard line items, enhancing the document's comprehensiveness and relevance to the specific use case.
References:
Salesforce Documentation on JSON-based mapping:https://help.salesforce.com/ Salesforce Developer Guide on JSON and Object Mapping:https://developer.salesforce.com/

NEW QUESTION # 62

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