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## Salesforce Salesforce-Media-Cloud Media Cloud Accredited Professional Exam

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## Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>Discovery: This section of the exam measures the skills of a Salesforce Solution Architect and covers the ability to assess business and technical requirements for implementing Media Cloud applications. It includes determining the technical scope for a statement of work (SOW), mapping use cases to Salesforce Media Cloud components, understanding how third-party systems integrate with the Media Cloud ecosystem, outlining system flows based on the existing business environment, and identifying relevant non-functional requirements based on customer needs.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>Design: This section of the exam measures the skills of a Salesforce Media Cloud Consultant and covers the process of designing scalable and efficient Media Cloud solutions. It focuses on creating solution flows using ASM capabilities, applying best practices in solution architecture, recommending product model and pricing strategies, and aligning designs with the Media Cloud data model. It also evaluates the candidate's ability to set up sharing and permission sets, identify integration points, assess reporting needs, and determine deployment strategies that fit within a CI</li> <li>CD environment.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>Implement: This section of the exam measures skills of a Salesforce Solution Architect and focuses on implementing the Media Cloud solution based on business and technical requirements. It includes supporting CI</li> <li>CD deployment processes, planning data migration with an understanding of the data model, selecting appropriate integration approaches for media-specific contexts, applying security settings to control data access, and ensuring performance outcomes align with defined KPIs and non-functional expectations.</li> </ul>

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

### NEW QUESTION # 47

Which core Salesforce object represents a media plan in Advertising Sales Management (ASM)?

- A. Media Plan
- B. Opportunity
- C. Proposal
- **D. Quote**

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Quote object serves as the core representation of a media plan in ASM. Quotes capture the details of proposed ad buys and are central to sales processes. The Media Plan object is more of an extension or custom entity, but Quotes remain the foundational object.

Reference:

Media Cloud ASM Data Model

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

### NEW QUESTION # 48

A broadcaster, who has implemented Media Cloud, wants to have a comparative view of planned versus actual revenue based on actual impressions.

In which two ways can a Consultant obtain both planned and actual revenue amounts?

Choose 2 answers

- A. Planned revenue from Ad Server and actuals from Media Cloud
- **B. Planned revenue from Media Cloud and actuals from Ad Server**
- **C. Planned revenue and actuals from Media Cloud**
- D. Planned revenue and actuals from Ad Server

**Answer: B,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud is designed to provide planned revenue figures as part of the media planning and booking process, while actual revenue data often comes from external Ad Servers that track delivery and impressions. To have a complete comparative view, consultants commonly combine planned revenue data maintained within Media Cloud with actual revenue data retrieved from the Ad Server, or use Media Cloud's integrated capabilities if actuals are captured there. Salesforce Media Cloud documentation supports this dual approach to revenue tracking by integrating planned data internally and actuals from connected Ad Servers for accurate financial analysis and reporting.

Reference:

Media Cloud Implementation Guide - Revenue Management Section

Salesforce Media Cloud Overview on Revenue Data Integration

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

#### NEW QUESTION # 49

A publishing company has been using media cloud decides that they want to use marketing cloud intelligence for analytics. However, there is an OAuth 2.0 authentication issue when attempting to set up data stream setup in marketing cloud intelligence. Where should a consultant go within Salesforce to ensure that the settings in marketing cloud intelligence are set up correctly?

- A. custom metadata
- **B. named credential**
- C. auth.Provider
- D. connected app

**Answer: B**

Explanation:

When facing OAuth 2.0 authentication issues during the setup of a data stream in Marketing Cloud Intelligence, checking the Named Credential settings within Salesforce is a critical step. Named Credentials provide a secure way to manage authentication details for external services, ensuring that Salesforce can securely connect to Marketing Cloud Intelligence. By verifying and, if necessary, adjusting the Named Credential settings, the consultant can resolve authentication issues, enabling successful data stream setup and integration between Salesforce and Marketing Cloud Intelligence. Reference: <https://help.salesforce.com/>

#### NEW QUESTION # 50

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business and has decided to use Google Ad Manager (GAM).

Which two actions should a Consultant perform before testing the GAM integration?

Choose 2 answers

- **A. Add the GAM endpoint in the OmniStudio Integration Procedure.**
- **B. Create a new Named Credential to store the GAM endpoint.**
- C. Add the GAM URL as a new CSP Trusted Site.
- D. Create a new Auth. Provider that specifies the Consumer Key and Consumer Secret from GAM.

**Answer: A,B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Before testing GAM integration, it is necessary to configure secure and proper connectivity. Creating a Named Credential in Salesforce secures the endpoint URL along with authentication details, which simplifies callouts. Adding the GAM endpoint to the

OmniStudio Integration Procedure ensures that the system can route requests correctly. The Auth Provider creation is a valid step but not always required if Named Credentials handle authentication. Adding the GAM URL to the Content Security Policy (CSP) Trusted Sites ensures browser security for client-side interactions but is a secondary step.

Reference:

Media Cloud ASM Integration with GAM

Salesforce OmniStudio Integration Procedures Guide

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

### NEW QUESTION # 51

Which three types of permission sets are required for a persona to be present in an environment?

Choose 3 answers

- A. DocGenInd CME Designer User
- B. Rule Engine Runtime
- C. OmniStudioUser
- D. OmniStudioAdmin
- E. Media Cloud Base User

**Answer: B,C,E**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Personas in Media Cloud require OmniStudioUser for OmniStudio access, Rule Engine Runtime for business rules, and Media Cloud Base User for base feature access. OmniStudioAdmin is an administrative-level permission, and DocGenInd CME Designer User is specific to document template design, not core persona presence.

Reference:

Media Cloud Persona Setup

Permission Sets Overview

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

### NEW QUESTION # 52

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