

# Free PDF Quiz 2026 Salesforce Salesforce-Media-Cloud: Salesforce Media Cloud Accredited Professional (AP) Exam First-grade Valid Test Objectives



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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 Valid Test Objectives <<

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## Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q44-Q49):

### NEW QUESTION # 44

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business and Google Ad Manager (GAM). They want to have a complete view of their media plans using dashboards.

Which system integration provides built-in dashboards to integrate with the ASM application?

- A. Marketing Cloud Intelligence
- B. Tableau
- C. CRM Analytics
- D. Google Data Studio

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence (formerly Datorama) provides built-in dashboards designed for Media Cloud ASM, offering cross-channel campaign performance visibility. While Tableau and CRM Analytics offer reporting, MCI is the Salesforce-native integrated solution specifically targeting media plans and ad campaigns in ASM. Google Data Studio is a separate Google product not embedded in Salesforce.

Reference:

Media Cloud ASM Analytics Integration

Marketing Cloud Intelligence Overview

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

### NEW QUESTION # 45

A publishing company has been using Media Cloud for the last six months and now wants to send order data over to the Google Ad Management platform. The company has the client and secret from Google.

Which element should a Consultant create within Salesforce to be able to enter these details?

- A. Custom Metadata
- B. Connected App
- C. Auth. Provider
- D. Named Credentials

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Named Credentials in Salesforce are used to securely store external service endpoints and authentication details such as client ID and client secret. When integrating with Google Ad Manager, the client and secret are used for OAuth authentication. Named Credentials simplify authentication handling for callouts by managing tokens automatically and securely. Connected Apps are typically for OAuth client registration but not storing credentials in this use case.

Reference:

Salesforce Named Credentials Documentation

### NEW QUESTION # 46

A customer has the necessary licenses and dependent packages installed and would like to install the Advertising Sales Management (ASM) package.

Which step needs to be taken in order to do this?

- A. Go to the Vlocity CMT administration tab in the production org, search for the ASM app, and select enable. Then refresh the target sandbox.
- **B. Install by using a release package installation link from Salesforce Industries success community, selecting the industries applications package that is generally available (GA) for the target sandbox.**
- C. Find the installed package of Salesforce Industries Communications, Media, and Energy managed package in the setup of the sandbox instance and enable ASM.
- D. Request a trial org of the ASM package in the Salesforce Industries Media and Entertainment Process Library. Use the trial org requested as the source org for the target sandbox.

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The official way to install ASM is via the release package installation link provided in the Salesforce Industries Success Community. This ensures installing the latest GA version for the target sandbox. Other options refer to trial orgs or enabling existing packages but do not follow the official installation path.

Reference:

Media Cloud ASM Installation Guide

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

### NEW QUESTION # 47

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. Custom Metadata
- C. Connected App
- D. Auth. Provider

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

### NEW QUESTION # 48

Which two solutions should a Consultant recommend to a client who wants to integrate with an ad server other than Google Ad Manager (GAM) to create an ad campaign?

Choose 2 answers

- A. Use the Out of the Box Ad Server Integration.
- **B. Create a custom solution using Apex code.**
- C. Use the Out of the Box Marketing Cloud Intelligence connector.

- **D. Create a custom integration procedure to integrate with the ad server.**

**Answer: B,D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud provides out-of-the-box integration only with Google Ad Manager. For other ad servers, a custom integration is required either via a custom Integration Procedure or Apex code to handle API interactions and data flows. The Marketing Cloud Intelligence connector focuses on analytics, not ad server integration.

Reference:

Media Cloud ASM Integration Overview

Salesforce Custom Integration Best Practices

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

## NEW QUESTION # 49

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