

Salesforce Salesforce-Media-Cloud Exam Questions For Guaranteed Success



Salesforce Salesforce-Media-Cloud Media Cloud Accredited Professional Exam

Questions & Answers PDF

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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q14-Q19):

NEW QUESTION # 14

Which two objects should a Consultant ensure the user has write access to, for the Seller to create media plans for Digital products using the Advertising Sales Management (ASM) Create Media Plan OmniScript?

Choose 2 answers

- A. Ad Quote Line
- B. Order
- C. Quotes
- D. Media Content Title

Answer: A,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To create digital media plans via ASM OmniScript, users require write access to Quote and Ad Quote Line objects because these store the media plan and its line items. Order and Media Content Title are not directly involved in the creation step.

Reference:

Media Cloud ASM OmniScript Setup

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

NEW QUESTION # 15

Which two objects in the Media Cloud data model hold specific Ad Sales information within the Advertising Sales Management (ASM) application?

Choose 2 answers

- A. Quote
- B. Contract Line Item
- C. Media Plan Placement
- D. Ad Creative Size Type

Answer: B,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Plan Placement holds detailed ad sales planning data, and Contract Line Item captures sales contract specifics in ASM. Quote is a standard sales object, but Media Cloud extends sales data primarily into placement and contract line item objects. Ad Creative Size Type relates to creative attributes but is less focused on sales information.

Reference:

Media Cloud ASM Data Model

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

NEW QUESTION # 16

Which set of components are delivered as part of the managed package?

- A. OmniScript Definitions, CPQ APIs, Apex Classes, Lightning Web Components
- B. FlexiPages, Custom Labels, Data Model, Media Service
- C. FlexiPages, Custom Labels, Vlocity Integration Settings, Custom Layouts
- D. OmniScript Definitions, CPQ APIs, FlexiPages, Custom Labels

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The managed package includes OmniScript Definitions, CPQ APIs, Apex Classes, and Lightning Web Components as core

functional components to deliver Media Cloud features. Other sets list supporting components but not the full package essentials.

Reference:

Media Cloud Package Contents

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

NEW QUESTION # 17

A Media Cloud customer utilizes Industries Order Management to manage advertising publishing. Order Management orchestrates the fulfillment steps across multiple external systems, such as inventory management for reserve/assign ad placement, ad servers, and a billing system for invoicing.

Which two guidelines should a Consultant follow when designing an orchestration plan to external systems?

Choose 2 answers

- A. Fully describe all Commercial product entities using product attributes.
- B. **Create separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing.**
- C. **Create a master end-to-end plan to sequence the major milestones of all orders.**
- D. Use a single swim lane or orchestration plan for all callouts to all external systems.

Answer: B,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Designing orchestration plans benefits from creating a master end-to-end plan for sequencing order milestones and breaking orchestration into separate plans per functional area (provisioning, logistics, billing) to manage complexity and integration points. Using a single swim lane or over-describing commercial products is not recommended.

Reference:

Media Cloud Order Management Orchestration

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

NEW QUESTION # 18

A Consultant needs to see the performance trend of the ad inventory sold in June of the last five years and use this information as input for campaigns next June.

Which two optional add-on Salesforce reporting components can be coupled with Media Cloud Advertising Sales Management (ASM) to gather, correlate, and present historical ad campaigns data for better decision making at the beginning of the sales cycle?

Choose 2 answers

- **A. CRM Analytics**
- B. Marketing Cloud Intelligence
- **C. Tableau**
- D. Ad Manager

Answer: A,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau and CRM Analytics are Salesforce add-ons that can integrate with ASM data to provide deep historical analytics and performance trend insights. Marketing Cloud Intelligence focuses on data ingestion and optimization but Tableau and CRM Analytics specialize in flexible visualizations and historical analysis. Ad Manager is an ad server, not a reporting tool.

Reference:

Media Cloud Reporting and Analytics Options

Salesforce Tableau and CRM Analytics Integration

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

NEW QUESTION # 19

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