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Salesforce Media Cloud Consultant Exam Sample Questions (Q22-Q27):

NEW QUESTION # 22
A b2b advertising publishing company has recently upgraded advertising sales management winter 22 to advertising sales management spring 22. Certain core components have been moved to the media service on the core platform to ensure easier upgrades. Which set of components are delivered as part of the managed package?

- A. omniscript definitions, CPQ API's, apex classes, lightning web components

- B. flexipage, custom labels, data model, media service
- C. omniscript definition, cpq api's, flexipages, custom labels
- D. flexipage, custom labels, velocity integration settings, custom layouts

Answer: A

Explanation:
In the upgrade from Advertising Sales Management Winter '22 to Spring '22, certain core components were moved to the media service on the core platform to facilitate easier upgrades. The set of components delivered as part of the managed package includes:
OmniScript Definitions: These define the scripts for guided selling processes and customer interactions within the Advertising Sales Management application.
CPQ APIs: Application Programming Interfaces for the Configure, Price, Quote functionality, enabling complex pricing and quoting processes.
Apex Classes: Custom Apex code that provides extended logic and functionalities specific to the advertising sales management process.
Lightning Web Components: Modern, lightweight UI components that enhance the user interface and user experience within the Advertising Sales Management application.
These components form the backbone of the managed package, ensuring that the core functionalities required for advertising sales management are maintained and upgraded effectively.
References:
Salesforce CPQ API documentation: https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/ Salesforce Lightning Web Components Guide: https://developer.salesforce.com/docs/component-library
/documentation/en/lwc
Salesforce OmniStudio documentation: https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta
/omnistudio/

NEW QUESTION # 23
A CTO of a customer who uses adverrtising sales management (ASM), asked a consultant to help them upgrade to the latest ASM release. Which two steps must the consultant complete before starting a manual upgrade to the latest release?

- A. Ensure that the consultant has the required permission sets and licenses
- B. complete the post install tasks for salesforce insustries communications, media, and energy
- C. go to setup and click on validaate in the latest release
- D. raise a support ticket to enable the required permissions

Answer: A,B

Explanation:
Before starting a manual upgrade to the latest ASM release, a consultant must:
Ensure they have the required permission sets and licenses: This is crucial to ensure the consultant has the necessary access rights to perform the upgrade and configure the system as needed.
Complete the post-install tasks for Salesforce Industries Communications, Media, and Energy: These tasks may include configuration adjustments, data migrations, or other necessary steps to ensure that the upgrade is successful and that the system remains stable and functional after the upgrade.
Completing these steps ensures that the upgrade process goes smoothly and that the system is properly prepared for the new release.
References:
Salesforce Industries Upgrade Guide:https://help.salesforce.com/
Salesforce Permission Sets and Licenses documentation: https://developer.salesforce.com/docs/atlas.en-us.
securityImplGuide.meta/securityImplGuide/users_profiles_permission_sets.htm

NEW QUESTION # 24
A digital publisher wants to integrate its google ad manager (GAM) server with advertising sales management (ASM). Which set of object need to be populated in this scenario?

- A. adserver,ad server account, and ad server advertiser
- B. ad server, ad server account, and ad server user
- C. ad server, ad server application, and ad server user
- D. adserver,ad server application, and ad server advertiser

Answer: C

Explanation:
When integrating Google Ad Manager (GAM) server with Advertising Sales Management (ASM), the set of objects that need to be populated includes the Ad Server, Ad Server Application, and Ad Server User (A).
This combination ensures that the GAM server isproperly linked with ASM, allowing for the synchronization of ad server configurations, user permissions, and application-specific settings, facilitating seamless integration and management of advertising operations.References:
https://help.salesforce.com/
https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/sforce_api_objects_list.htm

NEW QUESTION # 25
A digital publisher wants to integrate its google ad manager (GAM) server with advertising sales management (ASM). Which set of object need to be populated in this scenario?

- A. adserver,ad server account, and ad server advertiser
- B. ad server, ad server account, and ad server user
- C. ad server, ad server application, and ad server user
- D. adserver,ad server application, and ad server advertiser

Answer: C

Explanation:
When integrating Google Ad Manager (GAM) server with Advertising Sales Management (ASM), the set of objects that need to be populated includes the Ad Server, Ad Server Application, and Ad Server User (A). This combination ensures that the GAM server isproperly linked with ASM, allowing for the synchronization of ad server configurations, user permissions, and application-specific settings, facilitating seamless integration and management of advertising operations.References:
https://help.salesforce.com/
https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/sforce_api_objects_list.htm

NEW QUESTION # 26
A publisher has an existing system to build media plans and integrate with google ad manager to create digital ad campaigns. Which two questions are important to ask to determine if media cloud advertising sales management is a good fit to replace the existing system?

- A. which types of ad products are included in media plans?
- B. which type of marketing automation system is in use?
- C. which ad servers does the system need to connect to forcampaign booking?
- D. what are the dimensions for all digital ad formats for the publisher?

Answer: A,C

Explanation:
When evaluating the fit of Media Cloud Advertising Sales Management to replace an existing system for building media plans and integrating with Google Ad Manager, it's critical to understand the types of ad products included in media plans and the ad servers required for campaign booking. These questions help ascertain the complexity and diversity of the advertising products managed by the publisher and ensure that Media Cloud can support the necessary integrations and functionalities, such as campaign booking with various ad servers like Google Ad Manager, to meet the publisher's needs.References:https://www.salesforce.com/products/media-cloud/advertising-sales/

NEW QUESTION # 27
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