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Salesforce Media Cloud Consultant Exam Sample Questions (Q63-Q68):

NEW QUESTION # 63

A customer, who is already using the media cloud advertising sales management application, needs the ability to create and edit templates, while also being able to generate documents. Which two managed permissions are required for this?

- A. dovGenInd CME digital experience User
- B. MediaCloudPlus Runtime
- C. dovGenInd CME runtime User
- D. dovGenInd CME Designer User

Answer: C,D

Explanation:

For a customer using the Media Cloud Advertising Sales Management application who needs to create, edit, and generate templates and documents, the required managed permission sets are DocGenInd CME Designer User and DocGenInd CME Runtime User. The Designer User permission set enables users to design and create document templates, while the Runtime User permission set allows for the generation and management of documents based on those templates.

References:

Salesforce Document Generation documentation: <https://help.salesforce.com/> Salesforce Media Cloud Advertising Sales Management Guide:

<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 64

A customer needs to implement an automated Continuous Integration and Continuous Development (CI/CD) workflow where developers will work on their own Developer orgs to configure different OmniScripts. The developers then need to migrate the changes they have done to a sandbox that will be used for testing before promoting changes to Production.

Which tool should developers use to automate the migration of OmniStudio DataPacks and Salesforce metadata within the Media Cloud orgs?

- A. IDX Build Tool
- B. Data Loader
- C. Backup and Restore Automation
- D. IDX Workbench

Answer: A

Explanation:

IDX Build Tool is the recommended tool for automating migration and deployment of OmniStudio DataPacks and metadata between Salesforce orgs, supporting CI/CD workflows. IDX Workbench is more manual, and Backup and Restore Automation and Data Loader do not support OmniStudio DataPacks.

References:

Salesforce IDX Build Tool Documentation

Media Cloud Deployment Automation https://help.salesforce.com/s/articleView?id=sf.media_cloud_idx_build_tool.htm&type=5

NEW QUESTION # 65

A consultant is asked to help design a solution which could aid a company is expanding their reach into the small and medium business segment. This has traditionally been a challenge for a company in the direct-sales channel because the small and medium business greatly outnumber the sales team. What should the consultant do in the design to allow for advertisers/Agency to self-service their media plans?

- A. leverage the advertising sales management self-care feature so that approved advertiser/agency can access an experience cloud portal where they can create and track their media plans
- B. set up web-to-lead and have the advertiser/agency submit their media plan through a website so the sales team can later take ownership of the record and follow up to finalize the media plan.
- C. set up a public user, which anyone can use to create their own media plan, and provide their company information in the record detail
- D. build an experience cloud with the customer service template for the advertiser to navigate the product catalog and configure the products in the site

Answer: A

Explanation:

To expand reach into the small and medium business segment and enable self-service for media planning, leveraging the Advertising Sales Management self-care feature through an Experience Cloud portal is the most effective solution. This approach allows approved advertisers or agencies to access a dedicated portal where they can autonomously create, modify, and track their media plans. This self-service capability not only enhances the customer experience by providing direct control over their media planning activities but also alleviates the workload on the sales team, making it easier to scale operations and reach a broader audience.

References:

Salesforce Experience Cloud documentation: <https://www.salesforce.com/products/experience-cloud/overview/>

Salesforce Advertising Sales Management resources: <https://www.salesforce.com/products/media-cloud/solutions/advertising-sales-management/>

NEW QUESTION # 66

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?

- A. ad quote line
- B. order
- C. media content title
- D. quotes

Answer: A,D

Explanation:

For a seller to create media plans for digital products using the Advertising Sales Management (ASM) Create Media Plan OmniScript in Salesforce Media Cloud, it's essential they have write access to specific objects that are integral to the media planning and sales process. These objects include:

Quotes: This object is critical as it allows sellers to propose prices for various advertising spots or spaces within media content. The quote object captures proposed prices for ad placements, making it a central piece in creating a media plan.

Ad Quote Line: This object represents individual line items within a quote, detailing specific ad placements, durations, and other relevant specifications for each proposed ad spot within the media plan.

Ensuring sellers have write access to these objects enables them to efficiently create, modify, and propose media plans to prospective advertisers, streamlining the sales process.

References:

Salesforce Advertising Sales Management documentation:<https://help.salesforce.com/> Salesforce Media Cloud resources: <https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 67

A customer, who is already using the media cloud advertising sales management application, needs the ability to create and edit templates, while also being able to generate documents. Which two managed permission sets are required for this?

- A. docGenInd CME digital experience User
- B. MediaCloudPlus Runtime
- C. docGenInd CME runtime User
- D. docGenInd CME Designer User

Answer: C,D

Explanation:

For a customer using the Media Cloud Advertising Sales Management application who needs to create, edit, and generate templates and documents, the required managed permission sets are DocGenInd CME Designer User and DocGenInd CME Runtime User. The Designer User permission set enables users to design and create document templates, while the Runtime User permission set allows for the generation and management of documents based on those templates.

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Salesforce Document Generation documentation:<https://help.salesforce.com/> Salesforce Media Cloud Advertising Sales Management Guide: <https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 68

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