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Salesforce Media Cloud Consultant Exam Sample Questions (Q24-Q29):

NEW QUESTION # 24

A customer wants to know which products have low reception with the customers. However, the publisher is having a hard time analyzing the data because opportunities reflect only the sold products, excluding products which were once part of an opportunity but were later dropped. What should a consultant ensure is included in the design so that sellers can store and access different version of the proposed media plan and its line items?

- A. product schedule functionality
- B. product mapping to an active price list
- C. quotes, and 'Sync to opportunity' custom button
- D. a media plan version field in opportunity line item (OLI)

Answer: C

Explanation:

To address the challenge of analyzing products with low reception, where opportunities only reflect sold products and not those dropped from proposals, incorporating quotes and a 'Sync to opportunity' custom button in the design is essential. This setup allows sellers to create multiple quotes representing different versions of the proposed media plan and its line items. Each quote can be synced to the opportunity as it evolves, ensuring that all proposed products, including those later dropped, are tracked and analyzed. This approach provides a comprehensive view of customer reception to all products initially considered, not just the final selections.

References:

Salesforce Quotes documentation: https://help.salesforce.com/articleView?id=quotes_overview.htm Salesforce Opportunities and Quotes Guide:

<https://trailhead.salesforce.com/content/learn/modules/opportunity-and-quote-management>

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

Answer: A

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 is properly 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

Which three permission sets should a consultant add for a newly hired Media Planner user?

- A. MediaClou Runtime
- B. rule engine runtime
- C. media cloud base user
- D. OmniStudio user
- E. MediaCloudPlus Runtime

Answer: C,D,E

Explanation:

For a newly hired Media Planner user, the consultant should add the following permission sets:

Media Cloud Base User: This permission set grants access to basic functionalities and features within Media Cloud, enabling the Media Planner to perform essential tasks related to media planning and management.

MediaCloudPlus Runtime: This permission set provides additional runtime permissions for enhanced features and capabilities within Media Cloud, supporting more advanced planning and analysis activities.

OmniStudio User: Given the integration of OmniStudio tools within Media Cloud for designing and automating customer experiences, this permission set enables the Media Planner to utilize these tools effectively in their planning and execution tasks. These permission sets collectively equip the Media Planner with the necessary access and capabilities to effectively manage and optimize media campaigns within Salesforce Media Cloud.

References:

Salesforce Media Cloud documentation: <https://help.salesforce.com/>

Salesforce OmniStudio resources: <https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta/omnistudio/>

NEW QUESTION # 27

A publishing company receives a request for a proposal (RFP) from a home store to advertise their brands - Electro and Furnito. How should a consultant model the home account?

- A. create Accounts for Home, Electro, and Furnito with Advertiser Record Type
- B. create Accounts for Home, Electro, and Furnito and associate using the parent-child relation
- C. create an Account for Home with two Contacts - Electro and Furnito
- D. create an account for home with advertiser record Type and create Accounts for Electro and Furnito with brand record Type

Answer: D

Explanation:

In Salesforce Media Cloud, it's best to model the Home store account as an advertiser and Electro and Furnito as brands under it.

This setup allows for clear differentiation between the main advertiser (Home) and its specific brands (Electro and Furnito), facilitating targeted advertising campaigns and proposals. Utilizing advertiser and brand record types ensures that the relationship and hierarchy between the Home store and its brands are accurately represented and managed within the system. References: <https://help.salesforce.com/>

NEW QUESTION # 28

A company is launching a new sports subscription package and need it configured in media cloud so it can be sold through their customer portal. During the order process, the company will capture the favorite sport of users to provide streaming content in 4k. a new orchestration flow will be implemented to active the subscription in the streaming server. To configure the subscription package, which three objects will have configuration done in such a way that the information captured can be sent to the fulfillment system?

- A. product relationship
- B. decomposition relationship
- C. product attributes
- D. product
- E. customer interaction

Answer: B,C,D

Explanation:

When configuring a new sports subscription package in Media Cloud, particularly one that captures the favorite sport of users to provide streaming content in 4K, the configuration would involve Product Attributes, the Product itself, and Decomposition

Relationship objects. Product Attributes would be used to capture specific information like the user's favorite sport, the Product object represents the subscription package, and Decomposition Relationships help in structuring how this product relates to other components or services in the fulfillment system. This setup ensures that the necessary information is captured and can be effectively communicated to the fulfillment system for subscription activation. References: <https://help.salesforce.com/>

NEW QUESTION # 29

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