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## Salesforce Media Cloud Consultant Exam Sample Questions (Q13-Q18):

### NEW QUESTION # 13

A customer has the necessary licensed 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. 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
- B. go to the vlocity CMT administrator tab in the production org, search for the ASM app, and select enable. Then refresh the target sandbox
- C. find the intalled package of salesforce industries communications, media, and energy managed package installes 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: A**

Explanation:

To install the Advertising Sales Management (ASM) package, the correct step is to use a release package installation link from the Salesforce Industries Success Community. This involves selecting the Industries applications package that is Generally Available (GA) for installation in the target sandbox environment. This method ensures that the latest and most stable version of the ASM package is installed, adhering to Salesforce's best practices for package installation in sandbox environments for testing and validation before deploying to production.

References:

Salesforce Industries Success Community: Access through Salesforce Help or Community portals  
Salesforce Package Installation Guide:

<https://help.salesforce.com/articleView?id=000314281&type=1&mode=1>

#### NEW QUESTION # 14

A broadcaster, who has implemented media cloud, wants to have a comparative view of planned versus actual revenue based on actual impressions. In which two ways can a consultant obtain both planned and actual revenue amounts?

- A. planned revenue and actuals from Ad server
- B. planned revenue and actuals from media cloud
- C. planned revenue from media cloud and actuals from Ad server
- D. planned revenue from Ad server and actuals from Media Cloud

**Answer: C,D**

Explanation:

For a broadcaster implementing Media Cloud to have a comparative view of planned versus actual revenue, they need to obtain data from both Media Cloud and their Ad server. Planned revenue can be derived from Media Cloud where advertising campaigns, including their budget and expected revenue, are managed (B, D).

Actual revenue, on the other hand, is based on the real-world performance of ads, such as the number of impressions or clicks, which is typically tracked by an Ad server (B, D). Therefore, to obtain a comprehensive comparative view, data should be collated from both Media Cloud for planned figures and the Ad server for actual revenue.

References:

<https://help.salesforce.com/>

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

#### NEW QUESTION # 15

A consultant is asked to help design a solution which could aid a company in 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. build an experience cloud with the customer service template for the advertiser to navigate the product catalog and configure the products in the site
- 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. 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
- D. set up a public user, which anyone can use to create their own media plan, and provide their company information in the record detail

**Answer: C**

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 # 16

A media cloud customer utilizes industries order managements to manage advertising publishing. Order Management orchestrates the fulfillment steps across multiple external system, such as inventory management for reserve/assin ad placement, ad servers, and a billing system for invoicing. Which two guidelines should a consultant follow when desinin an orchestration plan to external systems?

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

**Answer: B,D**

Explanation:

When designing an orchestration plan for a Media Cloud customer utilizing Industries Order Management to manage advertising publishing, the guidelines to follow include creating separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing, and creating a master end-to-end plan to sequence the major milestones of all orders. This approach ensures that each aspect of the order fulfillment process is meticulously planned and managed, while the master plan provides a comprehensive overview of the order lifecycle, facilitating coordination and efficiency across multiple external systems.

References:

Salesforce Industries Order Management documentation: [https://help.salesforce.com/articleView?id=industries\\_order\\_mgmt\\_overview.htm](https://help.salesforce.com/articleView?id=industries_order_mgmt_overview.htm)

#### NEW QUESTION # 17

A publisher wants to create a media plan that includes linear adc for a specific tv program. Which object should a consultant use to define this TV program in media cloud?

- A. media plan placements
- B. media channel
- **C. ad space specification**
- D. ad creative

**Answer: C**

Explanation:

When creating a media plan that includes linear ads for a specific TV program in Media Cloud, the consultant should use the Ad Space Specification object to define the TV program. This object allows for the detailed characterization of the ad spaces available for advertising, including specific programs, ensuring that the media plan accurately reflects the intended placements and associated specifications. It provides a structured way to capture the unique attributes of each ad space, such as a TV program, within the media planning process. References: <https://help.salesforce.com/>

#### NEW QUESTION # 18

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