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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q42-Q47):

NEW QUESTION # 42

When creating a Digital Ad Sales Media Proposal, which object mapping is used to link one show with multiple ad space formats during the catalog design?

- A. Ad Space Specification (One-to-Many)

- B. Ad Space Creative Size Type (One-to-Many)
- C. Ad Space Specification (One-to-One)
- D. Ad Space Creative Size Type (One-to-One)

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Ad Space Specification to Ad Space Creative Size Type uses a one-to-many relationship, allowing one show (Ad Space Specification) to be linked with multiple ad space formats (Creative Size Types) to handle different formats in the catalog.

Reference:

Media Cloud Catalog Design Data Model

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

NEW QUESTION # 43

Which Industries CPQ API method needs to be called from the integration procedure that returns the pricing information from the out-of-the-box pricing plan?

- A. createCart
- B. postCartsItems
- C. putCartsItems
- **D. priceCart**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The priceCart API method is used to calculate and return pricing information for items in a cart based on the pricing plans configured in Industries CPQ. Other methods relate to creating or updating cart items but not to pricing retrieval.

Reference:

Industries CPQ API Documentation

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

NEW QUESTION # 44

Which core Salesforce object represents a media plan in Advertising Sales Management (ASM)?

- **A. Quote**
- B. Proposal
- C. Opportunity
- D. Media Plan

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Quote object serves as the core representation of a media plan in ASM. Quotes capture the details of proposed ad buys and are central to sales processes. The Media Plan object is more of an extension or custom entity, but Quotes remain the foundational object.

Reference:

Media Cloud ASM Data Model

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

NEW QUESTION # 45

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business. During the creation of a media plan, a Consultant wants to see analytical insights using the View Insights button on the Add and Configure Placements screen.

Which system should the Consultant use to achieve this?

- A. Marketing Cloud Intelligence
- B. Google Ad Manager
- C. Custom Ad Server
- D. Tableau

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence provides advanced analytical insights integrated into Media Cloud ASM, including the View Insights feature in media plan placement. This system offers cross-channel campaign performance data, which cannot be achieved through custom ad servers or GAM alone.

Reference:

Media Cloud ASM Analytics Integration

Marketing Cloud Intelligence Overview

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

NEW QUESTION # 46

When a media plan is submitted to the ad servers, there is an error related to missing creative or a notification related to a change in the program schedule.

How can this error or notification be made visible on Media Cloud?

- A. Through Einstein for Ad Servers
- B. Through campaign analytics reports
- C. Through data present on Media Cloud
- D. **Through real-time integration to ad servers**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud leverages real-time integrations with ad servers to surface errors or notifications such as missing creatives or schedule changes directly in the system. This allows users to act promptly based on live data. Reporting and analytics are more historical and do not provide immediate error visibility. Einstein is not specifically designed for ad server error reporting.

Reference:

Media Cloud Ad Server Integration Guide

Real-time Data Handling in ASM

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

NEW QUESTION # 47

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