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Salesforce Media Cloud Consultant Exam Sample Questions (Q72-Q77):

NEW QUESTION # 72

A customer is using media cloud and they need to report on how well a digital advertising campaign is performing. The company is using google ad manager as one of their primary data sources. Which products should a consultant implement to analyze campaign performance?

- **A. marketing cloud intelligence**

- B. custom reporting solution
- C. standard salesforce reporting and dashboards
- D. CRM analytics

Answer: A

Explanation:

For analyzing the performance of a digital advertising campaign, especially when integrating data from Google Ad Manager, Marketing Cloud Intelligence is the recommended product. This Salesforce tool offers advanced analytics capabilities, integrating data from various sources, including Google Ad Manager, to provide in-depth insights into campaign performance. It enables the creation of customized reports and dashboards that reflect key performance indicators, making it an essential tool for assessing and optimizing digital advertising campaigns.

References:

Salesforce Marketing Cloud Intelligence documentation: https://help.salesforce.com/articleView?id=mc_overview.htm

Salesforce Google Ad Manager Integration Guide: Available through Salesforce Marketing Cloud Intelligence resources

NEW QUESTION # 73

A consultant needs to see the performance trend of the ad inventory sold in June of the last five years and use this information as input for campaigns next June. Which two optional add-on Salesforce reporting components can be coupled with Media Cloud Advertising Sales Management to gather, correlate, and present historical ad campaigns data for better decision making at the beginning of the sales cycle?

- A. marketing cloud intelligence
- B. CRM analytics
- C. ad manager
- D. tableau

Answer: B,D

Explanation:

To see the performance trend of ad inventory sold in June over the last five years and use this information for planning campaigns for the next June, a consultant can couple Media Cloud Advertising Sales Management with:

CRM Analytics: This tool provides advanced analytics capabilities within the Salesforce platform, enabling users to gather, analyze, and visualize data for better decision-making.

Tableau: As a powerful data visualization tool, Tableau can be integrated with Salesforce to provide detailed and customizable visualizations of historical ad campaign data, aiding in the analysis and planning process.

These reporting components enable the effective correlation and presentation of historical data, facilitating informed decision-making at the beginning of the sales cycle.

References:

Salesforce CRM Analytics documentation: <https://help.salesforce.com/>

Tableau and Salesforce integration guide:

<https://www.tableau.com/salesforce>

NEW QUESTION # 74

A company is planning to do an audit and needs a report to determine all the price list changes that have been configured in all streaming packages configured in Media Cloud. Which set of objects should a consultant access to generate such report?

- A. product, pricing plan, pricing plan step, price list
- B. product, price book, price book entry, price list
- C. product, price list entry, pricing element
- D. product, pricing variable, pricing variable binding

Answer: B

Explanation:

To audit and determine all the price list changes configured in all streaming packages in Media Cloud, accessing the Product, Price Book, Price Book Entry, and Price List objects would be necessary. These objects collectively store information about the products (streaming packages), their associated price lists, and any changes made to pricing over time. This structured approach allows for

detailed reporting and analysis of pricing adjustments, ensuring transparency and accountability in pricing strategies. References: <https://developer.salesforce.com/>

NEW QUESTION # 75

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. The Sales Representatives can sell digital, TV, radio, print, and event ads to their customers in a single media plan.

Which two media types are available for planning out-of-the-box with Media Cloud?

Choose 2 answers

- A. Print
- B. Event
- C. Linear
- D. Digital

Answer: C,D

Explanation:

Out-of-the-box Media Cloud supports Linear (TV, radio) and Digital media types for planning. Print and Event media types typically require customization or are handled separately.

References:

Media Cloud Media Types https://help.salesforce.com/s/articleView?id=sf.media_cloud_media_types.htm&type=5

NEW QUESTION # 76

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. flexipage, custom labels, velocity integration settings, custom layouts
- B. omniscrypt definition, cpq api's, flexipages, custom labels
- C. omniscrypt definitions, CPQ API's, apex classes, lightning web components
- D. flexipage, custom labels, data model, media service

Answer: C

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 # 77

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