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## Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>Discovery: This section of the exam measures the skills of a Salesforce Solution Architect and covers the ability to assess business and technical requirements for implementing Media Cloud applications. It includes determining the technical scope for a statement of work (SOW), mapping use cases to Salesforce Media Cloud components, understanding how third-party systems integrate with the Media Cloud ecosystem, outlining system flows based on the existing business environment, and identifying relevant non-functional requirements based on customer needs.</li></ul>

Topic 2	<ul style="list-style-type: none"> <li>Design: This section of the exam measures the skills of a Salesforce Media Cloud Consultant and covers the process of designing scalable and efficient Media Cloud solutions. It focuses on creating solution flows using ASM capabilities, applying best practices in solution architecture, recommending product model and pricing strategies, and aligning designs with the Media Cloud data model. It also evaluates the candidate's ability to set up sharing and permission sets, identify integration points, assess reporting needs, and determine deployment strategies that fit within a CI</li> <li>CD environment.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>Implement: This section of the exam measures skills of a Salesforce Solution Architect and focuses on implementing the Media Cloud solution based on business and technical requirements. It includes supporting CI</li> <li>CD deployment processes, planning data migration with an understanding of the data model, selecting appropriate integration approaches for media-specific contexts, applying security settings to control data access, and ensuring performance outcomes align with defined KPIs and non-functional expectations.</li> </ul>

## Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q47-Q52):

### NEW QUESTION # 47

A publisher needs to check ad server inventory as part of the media plan creation process.

Which ad server is supported by standard Media Cloud Advertising Sales Management (ASM) features?

- A. Openx
- B. Campaign Manager 360
- C. Sizmek
- D. **Google Ad Manager**

### Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Google Ad Manager (GAM) is the only ad server with out-of-the-box integration supported in Media Cloud ASM. This enables inventory checks, campaign booking, and reporting directly through Media Cloud interfaces. Other servers require custom integrations.

Reference:

Media Cloud Supported Ad Servers

Google Ad Manager Integration Guide

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_gam\\_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_gam_integration.htm&type=5)

### NEW QUESTION # 48

A home store wants to advertise their products on a particular TV channel owned by a publishing company.

Which channel should this media plan include?

- A. **Linear**
- B. Print
- C. Digital
- D. Out Of Home (OOH)

### Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Linear refers to traditional TV broadcasting channels where advertisements run in a scheduled, linear fashion. Since the home store wants to advertise on a TV channel, the media plan should include the Linear channel type. Digital refers to online channels, Print to newspapers/magazines, and OOH to outdoor advertising formats.

Reference:

Media Cloud Channel Definitions

Advertising Sales Management Media Types

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_channels.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_channels.htm&type=5)

#### NEW QUESTION # 49

A Media Cloud customer utilizes Industries Order Management to manage advertising publishing. Order Management orchestrates the fulfillment steps across multiple external systems, such as inventory management for reserve/assign ad placement, ad servers, and a billing system for invoicing.

Which two guidelines should a Consultant follow when designing an orchestration plan to external systems?

Choose 2 answers

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

**Answer: B,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Designing orchestration plans benefits from creating a master end-to-end plan for sequencing order milestones and breaking orchestration into separate plans per functional area (provisioning, logistics, billing) to manage complexity and integration points. Using a single swim lane or over-describing commercial products is not recommended.

Reference:

Media Cloud Order Management Orchestration

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_order\\_management\\_orchestration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_order_management_orchestration.htm&type=5)

#### NEW QUESTION # 50

A company is planning to adopt Media Cloud and has requirements around the relationship between clients and their advertising agencies, where they want to capture the role of each agency so they can identify clearly what is the Agency of Record. They also have requirements to map contacts within the agencies.

How should the Media Cloud data model be used to represent these relationships?

- A. Advertisers and agencies should be created as Accounts, and a custom lookup field should be created to represent the client/agency relationship. Contacts should be created under the Accounts.
- B. Advertisers should be created as Accounts, and agencies should be represented by a custom field added to the Contact object. Contacts should then be assigned to the Accounts.
- C. Advertisers and agencies should be created as Accounts, with agencies listed as child Accounts to the client Accounts, with Contacts related to those.
- D. **Advertisers and agencies should be created as Accounts and contacts as Contacts, and the Party Model should be adopted to define the relationships between them.**

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Party Model in Media Cloud is designed to represent complex relationships between entities such as Advertisers and Agencies. Both are Accounts, and relationships between them (including roles like Agency of Record) are defined via the Party Model, which also supports mapping Contacts within those Accounts. This model provides flexibility and best practice for relationship management over custom lookups or hierarchical Account structures.

Reference:

Media Cloud Party Model Architecture Guide

Salesforce Relationship Management in Media Cloud

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_party\\_model.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_party_model.htm&type=5)

#### NEW QUESTION # 51

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. IDX Workbench
- D. Backup and Restore Automation

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

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.

Reference:

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](https://help.salesforce.com/s/articleView?id=sf.media_cloud_idx_build_tool.htm&type=5)

## NEW QUESTION # 52

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