

Salesforce Salesforce-Media-Cloud Valuable Feedback, Positive Salesforce-Media-Cloud Feedback



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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> 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.
Topic 2	<ul style="list-style-type: none"> 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 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.

Topic 3	<ul style="list-style-type: none"> • 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 • CD environment.
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Positive Salesforce-Media-Cloud Feedback | Exam Salesforce-Media-Cloud Question

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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q38-Q43):

NEW QUESTION # 38

A client is looking to adopt a new CRM solution to sell advertising products, starting with their Digital Content line of business. They sell standard digital ad products (digital banners, video inserts).

Using Media Cloud Advertising Sales Management (ASM), what is the most efficient approach for modeling these products?

- A. Configure an OmniScript that will retrieve the products from Google Ad Manager and will be used in sales processes.
- B. Configure a product using Product Designer and associate the product to an Ad Space Specification.
- C. Create a new Salesforce object for the Digital Ad Products specifications, link that object to the Product2 object, and configure the required products using the Product page layout.
- D. Create the required characteristics of the products in the Product object and configure the required products using the Product page layout.

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Product Designer in Media Cloud allows modeling complex advertising products efficiently by associating them with Ad Space Specifications, ensuring correct mapping to ad inventory. This approach streamlines product configuration for sales users. Creating custom objects or relying solely on Product page layouts is less efficient and lacks native support for media-specific attributes.

Reference:

Media Cloud Product Designer Guide

Advertising Product Modeling Best Practices

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

NEW QUESTION # 39

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 (ASM) to gather, correlate, and present historical ad campaigns data for better decision making at the beginning of the sales cycle?

Choose 2 answers

- A. Tableau
- B. Marketing Cloud Intelligence
- C. CRM Analytics
- D. Ad Manager

Answer: A,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau and CRM Analytics are Salesforce add-ons that can integrate with ASM data to provide deep historical analytics and performance trend insights. Marketing Cloud Intelligence focuses on data ingestion and optimization but Tableau and CRM Analytics specialize in flexible visualizations and historical analysis. Ad Manager is an ad server, not a reporting tool.

Reference:

Media Cloud Reporting and Analytics Options

Salesforce Tableau and CRM Analytics Integration

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

NEW QUESTION # 40

Which three Marketing Cloud Intelligence integration methods can a Consultant use to ingest and integrate all available channels as well as first and third party data sources, to create a cross-channel optimization platform?

Choose 3 answers

- **A. TotalConnect**
- B. Data Mapping Visualizer
- **C. API Connectors**
- **D. Marketing Cloud Intelligence Data Lake Stream**
- E. Data Raptor

Answer: A,C,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence (MCI) supports multiple integration methods including API Connectors for direct data ingestion, TotalConnect for ingesting external datasets, and Data Lake Streams for large-scale streaming data ingestion. Data Raptor and Data Mapping Visualizer are primarily Salesforce data transformation tools, not ingestion methods for MCI.

Reference:

Marketing Cloud Intelligence Integration Overview

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

NEW QUESTION # 41

A large media company is using Salesforce Industries to model Digital Advertising products. These products have a common set of characteristics.

Which pair of Media Cloud items would a Product Manager use to most efficiently create the products for the sales users to sell?

- A. Clone an existing ad product and assign Attributes.
- B. Use a Standalone Product and add Attributes.
- **C. Use an Object Type and assign Attributes.**
- D. Use a Product Family for those products.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Using Object Types with Attributes allows Product Managers to efficiently define product classes with shared characteristics. This modular approach is more scalable and manageable than cloning standalone products or relying solely on product families.

Reference:

Media Cloud Product Modeling

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

NEW QUESTION # 42

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

Answer: A,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

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.

Reference:

Media Cloud Media Types

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

NEW QUESTION # 43

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