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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q51-Q56):

NEW QUESTION # 51
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. Custom Ad Server
- C. Tableau
- D. Google Ad Manager

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 # 52
A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business and has decided to use Google Ad Manager (GAM).
Which two actions should a Consultant perform before testing the GAM integration?
Choose 2 answers

- A. Create a new Named Credential to store the GAM endpoint.
- B. Add the GAM URL as a new CSP Trusted Site.
- C. Create a new Auth. Provider that specifies the Consumer Key and Consumer Secret from GAM.
- D. Add the GAM endpoint in the OmniStudio Integration Procedure.

Answer: A,D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Before testing GAM integration, it is necessary to configure secure and proper connectivity. Creating a Named Credential in Salesforce secures the endpoint URL along with authentication details, which simplifies callouts. Adding the GAM endpoint to the OmniStudio Integration Procedure ensures that the system can route requests correctly. The Auth Provider creation is a valid step but not always required if Named Credentials handle authentication. Adding the GAM URL to the Content Security Policy (CSP) Trusted Sites ensures browser security for client-side interactions but is a secondary step.
Reference:
Media Cloud ASM Integration with GAM
Salesforce OmniStudio Integration Procedures Guide
https://help.salesforce.com/s/articleView?id=sf.media_cloud_gam_integration.htm&type=5

NEW QUESTION # 53
Which two solutions should a Consultant recommend to a client who wants to integrate with an ad server other than Google Ad Manager (GAM) to create an ad campaign?
Choose 2 answers

- A. Use the Out of the Box Marketing Cloud Intelligence connector.
- B. Create a custom integration procedure to integrate with the ad server.
- C. Create a custom solution using Apex code.
- D. Use the Out of the Box Ad Server Integration.

Answer: B,C

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Media Cloud provides out-of-the-box integration only with Google Ad Manager. For other ad servers, a custom integration is required either via a custom Integration Procedure or Apex code to handle API interactions and data flows. The Marketing Cloud Intelligence connector focuses on analytics, not ad server integration.
Reference:
Media Cloud ASM Integration Overview
Salesforce Custom Integration Best Practices
https://help.salesforce.com/s/articleView?id=sf.media_cloud_custom_adserver_integration.htm&type=5

NEW QUESTION # 54
A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require Sales Representatives and Media Planners to sell their digital ad products with targeting selections for geo targeting, day/time targeting, content targeting, and user's OS targeting.
Which type of targeting is available with Media Cloud?

- A. Content Targeting
- B. User's OS Targeting
- C. Day/Time Targeting
- D. Geo Targeting

Answer: D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Media Cloud supports Geo Targeting as part of its standard digital ad targeting capabilities, allowing advertisers to specify geographic locations for their ads. Content Targeting, Day/Time Targeting, and User's OS Targeting are generally managed by the Ad Server or external DSP platforms, not Media Cloud out-of-the-box.
Reference:
Media Cloud Digital Ad Targeting Features
Salesforce Media Cloud Product Guide
https://help.salesforce.com/s/articleView?id=sf.media_cloud_targeting.htm&type=5

NEW QUESTION # 55
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. Digital
- B. Print
- C. Linear
- 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 # 56

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