

Salesforce-Media-Cloud Latest Braindumps | Salesforce-Media-Cloud PDF Dumps Files



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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<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.
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">• 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.

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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q48-Q53):

NEW QUESTION # 48

A publisher has an existing system to build media plans and integrate with Google Ad Manager (GAM) to create digital ad campaigns.

Which two questions are important to ask to determine if Media Cloud Advertising Sales Management (ASM) is a good fit to replace the existing system?

Choose 2 answers

- A. What are the dimensions for all digital ad formats for the publisher?
- B. Which types of ad products are included in media plans?
- C. Which type of marketing automation system is in use?
- D. Which ad servers does the system need to connect to for campaign booking?

Answer: B,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Determining compatibility with existing ad servers and the types of ad products involved is critical when evaluating Media Cloud ASM as a replacement. Knowing ad server integration needs ensures technical fit, while product types determine if ASM supports the business model. Marketing automation systems and ad format dimensions are less critical at this stage.

Reference:

Media Cloud ASM Evaluation Checklist

Salesforce Media Cloud Integration Guidelines

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

NEW QUESTION # 49

A publisher is working with Agents, which is Home's agency, to advertise Home's products.

How should a Consultant create and relate these records in Advertising Sales Management (ASM)?

- A. Create a Home Account and create an Agents Account with an Agency Record Type.
- B. Create a Home Account and create an Agents Account with a Brand Record Type.
- C. Create Home and Agents as Accounts without specific Record Types.
- D. Create a Home Account and Agents as a Contact on the Home Account.

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

In Media Cloud ASM, Advertisers and Agencies are modeled as Accounts with different Record Types. The agency should be an Account with the Agency Record Type to reflect its role properly in the hierarchy and relationships. Contacts belong to Accounts but Agencies are best represented as distinct Account records for clarity and reporting. Brand Record Type is typically used for product branding, not agencies.

Reference:

Media Cloud ASM Data Model Guide

Salesforce Account Record Types Best Practices

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

NEW QUESTION # 50

During proposal line item creation, a Consultant needs to be able to select a value for a picklist type attribute. Which non-overridable behavior must the Consultant select during the assignment to the parent object type?

- A. Run-time Configurable
- B. Is Not Assetizable
- C. Is Not Translatable
- D. Is Encrypted

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Run-time Configurable behavior allows the picklist values to be determined dynamically during runtime rather than being statically assigned. This is critical in proposal line items to select picklist values that may change or depend on other variables dynamically. The other options either disable functionality (Is Not Assetizable), restrict translations, or encrypt values but do not allow dynamic selection.

Reference:

Salesforce Media Cloud Data Model Guide

Proposal Line Item Configuration Best Practices

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

NEW QUESTION # 51

What are two roles of Marketing Cloud Intelligence in Media Cloud?
Choose 2 answers

- A. Acts as a customer data platform
- B. Campaign reporting using Media Cloud and Ad Server data
- C. Acts as a data lake for customer data insights
- D. Campaign performance using Media Cloud and Ad Server data

Answer: B,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence functions to provide campaign reporting and performance analytics by combining Media Cloud and Ad Server data. It is not a customer data platform or a generic data lake, but a specialized marketing analytics solution.

Reference:

Marketing Cloud Intelligence Roles

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

NEW QUESTION # 52

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

Answer: B,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:

NEW QUESTION # 53

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