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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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	• 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.

Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q16-Q21):

NEW QUESTION # 16
A CTO of a B2B advertising publishing company asked an Administrator who worked on making the Media Cloud application live, for their help in monitoring the real-time information on system performance and security.
Where can the Administrator find this information?

- A. trust.salesforce.com
- B. media.salesforce.com
- C. monitor.salesforce.com
- D. system.salesforce.com

Answer: A

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
trust.salesforce.com is the official Salesforce Trust site that provides real-time information on system status, performance, security incidents, and maintenance notifications. Administrators use this site to monitor org health and planned outages. Other options either do not exist or are not official Salesforce system status portals.
Reference:
Salesforce Trust Site
https://trust.salesforce.com/en/

NEW QUESTION # 17

Users receive an "Apex CPU limit exceeded" error when running the Advertising Sales Management (ASM) flow OmniScript in a Salesforce Experience site. The OmniScript includes an Integration Procedure that contains multiple Data Raptors.

In which two areas within OmniStudio should a Consultant check to troubleshoot this issue?

Choose 2 answers

- A. Action Debugger
- B. OmniStudio Logs
- C. OmniScript Debugger
- D. DataRaptor Configuration

Answer: B,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To troubleshoot Apex CPU limit errors in OmniStudio, checking the OmniScript Debugger helps identify heavy operations in the flow. OmniStudio Logs provide detailed execution logs that can reveal inefficient or repeated processing. DataRaptor configurations could contribute to CPU use but are not directly traceable like logs and debugger tools. Action Debugger focuses on runtime user actions rather than script performance.

Reference:

OmniStudio Debugging and Logging

Salesforce CPU Limit Troubleshooting

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

NEW QUESTION # 18

A publishing company has an existing media plan creation process that was setup using OmniStudio a few months ago. A new requirement has come up where the user will be required to enter a new secondary budget field and this field should be stored with the rest of the media plan details.

On which object should a Consultant add this field so that it is stored with the rest of the media plan and can be added to the appropriate OmniScript?

- A. Opportunity
- B. Media Plan Placement
- C. Order
- D. Quote

Answer: B

NEW QUESTION # 19

During a Google Ad Manager (GAM) order orchestration, which two steps does a Media Planner need to complete manually in the GAM Server?

Choose 2 answers

- A. Check availability of inventory in GAM.
- B. Create order in GAM.
- C. Associate the creatives to a line item in GAM.
- D. Check if creatives are loaded in GAM.

Answer: C,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

While many GAM functions can be automated through integrations, loading creatives and associating them to line items often require manual intervention to ensure the correct assets are linked. Inventory availability and order creation are generally handled programmatically or via Media Cloud integration.

Reference:

Media Cloud GAM Integration Workflow

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

NEW QUESTION # 20

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 Product Family for those products.
- C. Use a Standalone Product and add Attributes.
- D. Use an Object Type and assign Attributes.

Answer: D

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 # 21

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