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Salesforce Media Cloud Consultant Exam Sample Questions (Q84-Q89):

NEW QUESTION # 84
A publisher wants to empower its sales team by embedding analytic dashboards that show the actual digital delivery performance on the salesforce account page for advertising and agencies. The dashboard will need to be customized to reflect nuances of the publisher's business. What should a consultant configure or implement to solve for this use case?

- A. configure the ad delivery connector for crm analytics and set up an embedded crm dahhboard'
- B. use integration to build a custom connection to the ad server to bring delivery data into the ad delivery object and set up a report chart on the account page
- C. integrate digital delivery sources to big query or snowflake, connect tableau to the data warehouse, and then set up an e,bedded tableaudashbpard on the account page
- D. clone one of the flex card included is asm and customize the parameters to display a marketing cloud intelligence dashboard.

Answer: A

Explanation:
To provide the sales team with analytic dashboards showing actual digital delivery performance directly on the Salesforce Account page for advertisers and agencies, configuring the Ad Delivery Connector for CRM Analytics is the most efficient solution. This approach leverages CRM Analytics to aggregate and analyze ad delivery data, offering customizable dashboards tailored to the publisher's specific business nuances.
Embedding these CRM Analytics dashboards on the Account page ensures that sales teams have immediate access to relevant performance metrics, enabling informed decision-making and client discussions.References:
https://www.salesforce.com/products/tableau/crm-analytics/

NEW QUESTION # 85
Which standard media cloud advertising sales menagement component gathers live and campaign performancedata?

- A. CRM analytics
- B. salesforce dashboards
- C. tableau
- D. marketing cloud intelligence

Answer: D

Explanation:
The standard Media Cloud Advertising Sales Management component that gathers live and campaign performance data isMarketing Cloud Intelligence. This tool provides advanced analytics capabilities, allowing users to track and analyze the performance of advertising campaigns across various channels and platforms in real-time. Marketing Cloud Intelligence enables data-driven decision-making by offering insights into campaign effectiveness and audience engagement.
References:
Salesforce Marketing Cloud Intelligence documentation:https://help.salesforce.com/ Salesforce Media Cloud resources:
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 86
In digital ad sales, which set of objects does a consultant need to configure and how many records are needed under the object to form a relationship where one program is shown on five mobile apps?

- A. media content title: one(program), media channel: five (app), product: five
- B. media content title: five(program), media channel: five (app), product: five
- C. media content title: one(program), media channel: one (app), product: five
- D. media content title: five(program), media channel: five (app), product: one

Answer: A

Explanation:
For a relationship where one program is shown on five mobile apps in digital ad sales, the consultant needs to configure the objects as follows: Media Content Title: one (program), Media Channel: five (app), Product:

five (C). This setup implies one program is available across five different apps, each requiring a unique product configuration to represent the advertising opportunity associated with the program on each app.
References:
https://help.salesforce.com/articleView?id=mc_overview.htm
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 87

Which permission set license should a consultant consider using when planning to allow for internal users to leveragemanagementfeatures such as "360 view of the costumer and sales cycle", "visualizations of the key relationship including agencies and contract", and "digital contract lifecyclemanagement?"

- A. advertising salesmanagementPSL
- B. omniStudio Admin
- C. communications cloud digital experience user PSL
- D. subscriber lifecyclemanagementPSL

Answer: A

Explanation:
When planning to allow for internal users to leverage management features such as "360 view of the customer and sales cycle", "visualizations of key relationships including agencies and contracts", and "digital contract lifecycle management", the consultantshould consider using theAdvertising Sales Management Permission Set License (PSL). This PSL grants access to features and functionalities specific to advertising sales management within Salesforce, enabling users to manage and visualize key information and processes related to ad sales and customer relationships.
References:
Salesforce Permissions Guide:https://help.salesforce.com/
Salesforce Media Cloud resources: https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 88

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:
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.
References:
Media Cloud Media Typeshttps://help.salesforce.com/s/articleView?id=sf.media_cloud_media_types.
htm&type=5

NEW QUESTION # 89

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