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Salesforce Media Cloud Accredited Professional Sample Questions (Q41-Q46):

NEW QUESTION # 41
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. Geo Targeting
- B. User's OS Targeting
- C. Content Targeting
- D. Day/Time Targeting

Answer: A

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 # 42

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

Answer: D

NEW QUESTION # 43

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

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

Answer: C,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 # 44

Which two objects should a Consultant ensure the user has write access to, for the Seller to create media plans for Digital products using the Advertising Sales Management (ASM) Create Media Plan OmniScript?
Choose 2 answers

- A. Quotes
- B. Order
- C. Media Content Title
- D. Ad Quote Line

Answer: A,D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
To create digital media plans via ASM OmniScript, users require write access to Quote and Ad Quote Line objects because these store the media plan and its line items. Order and Media Content Title are not directly involved in the creation step.
Reference:
Media Cloud ASM OmniScript Setup
https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_omniplan_access.htm&type=5

NEW QUESTION # 45

An Administrator is mapping a user to Media Cloud personas. In the current role, the user builds media plans from request for proposals (RFPs), reviews past performance to gain insights, and proposes proactive solutions.
To which persona should the user be mapped?

- A. Yield Manager
- B. Designer
- C. Ad Ops
- D. Media Planner

Answer: D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
The Media Planner persona is responsible for creating media plans based on RFPs, analyzing past campaign data, and proposing strategic media buys. Yield Managers focus more on inventory optimization, Designers on creative development, and Ad Ops on campaign execution.
Reference:
Media Cloud Persona Mapping Guide
https://help.salesforce.com/s/articleView?id=sf.media_cloud_personas.htm&type=5

NEW QUESTION # 46

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