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Salesforce Media Cloud Consultant Exam Sample Questions (Q30-Q35):

NEW QUESTION # 30
A consultant is asked to help design a solution which could aid a company is expanding their reach into the small and medium business segment. This has traditionally been a challenge for a company in the direct-sales channel because the small and medium

business greatly outnumber the sales team. What should the consultant do in the design to allow for advertisers/Agency to self-service their media plans?

- A. build an experience cloud with the customer service template for the advertiser to navigate the product catalog and configure the products in the site
- B. set up a public user, which anyone can use to create their own media plan, and provide their company information in the record detail
- C. set up web-to-lead and have the advertiser/agency submit their media plan through a website so the sales team can later take ownership of the record and follow up to finalize the media plan.
- D. leverage the advertising sales management self-care feature so that approved advertiser/agency can access an experience cloud portal where they can create and track their media plans

Answer: D

Explanation:
To expand reach into the small and medium business segment and enable self-service for media planning, leveraging the Advertising Sales Management self-care feature through an Experience Cloud portal is the most effective solution. This approach allows approved advertisers or agencies to access a dedicated portal where they can autonomously create, modify, and track their media plans. This self-service capability not only enhances the customer experience by providing direct control over their media planning activities but also alleviates the workload on the sales team, making it easier to scale operations and reach a broader audience.
References:
Salesforce Experience Cloud documentation:
https://www.salesforce.com/products/experience-cloud/overview/
Salesforce Advertising Sales Management resources:
https://www.salesforce.com/products/media-cloud/solutions/advertising-sales-management/

NEW QUESTION # 31
A customer has provided the below Ad placement requirements for a vertical banner. size: 120x600, position (left or right), content (animated GIF) wich two fields need to be configured in the ad creative size type object to meet the customers requirements?

- A. height
- B. position
- C. width
- D. ad placement type

Answer: A,C

Explanation:
To meet the customer's requirements for an ad placement of a vertical banner with specific size and content attributes, the fields that need to be configured in theAd Creative Size Typeobject areWidth and Height. These fields allow for the specification of the banner's dimensions (120x600), which is crucial for ensuring that the ad creative conforms to the required size for effective display. The position (left or right) and content type (animatedGIF) would typically be managed within the ad serving platform or specified in additional fields or instructions associated with the ad creative but are not standard fields in the Ad Creative Size Type object.
References:
Salesforce Media Cloud documentation: https://www.salesforce.com/products/media-cloud/overview/ Salesforce Ad Creative Management Guide: Information available in Salesforce Media Cloud resources

NEW QUESTION # 32
A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business, track sales orders, and measure effectiveness of advertising. They have decided to use Advertising Sales Management (ASM) applicationlicenses. However, they are unsure about the additional products they need to purchase. Which two mandatory add-on products should a consultant recommend in this scenario?

- A. marketing cloud intelligence
- B. digital process automation
- C. sales cloud
- D. industries order management

Answer: C,D

Explanation:
For a B2B advertising publishing company using Advertising Sales Management (ASM) application licenses and looking to manage its advertising sales business, track sales orders, and measure the effectiveness of advertising, the two mandatory add-on products recommended are:
Sales Cloud: This is essential for managing customer relationships, tracking sales opportunities, and providing a comprehensive CRM solution that integrates with the Advertising Sales Management functionalities.
Industries Order Management: This add-on is crucial for efficiently managing and tracking sales orders within the advertising sales process. It enables the company to streamline order fulfillment and ensure accurate order processing and management.
These add-ons provide the necessary foundation and capabilities to support the advertising sales business and its operational needs within Salesforce.
References:
Salesforce Sales Cloud documentation: https://www.salesforce.com/products/sales-cloud/overview/ Salesforce Industries Order Management overview: https://www.salesforce.com/products/industries/order- management/

NEW QUESTION # 33
A publishing company has been using Media Cloud for the last six months and now wants to send order data over to the Google Ad Management platform. The company has the client and secret from Google.
Which element should a Consultant create within Salesforce to be able to enter these details?

- A. Custom Metadata
- B. Named Credentials
- C. Auth. Provider
- D. Connected App

Answer: B

Explanation:
Named Credentials in Salesforce are used to securely store external service endpoints and authentication details such as client ID and client secret. When integrating with Google Ad Manager, the client and secret are used for OAuth authentication. Named Credentials simplify authentication handling for callouts by managing tokens automatically and securely. Connected Apps are typically for OAuth client registration but not storing credentials in this use case.
References:
Salesforce Named Credentials Documentation
Media Cloud Google Ad Manager Integration
https://developer.salesforce.com/docs/atlas.en-us.externalobjects.meta/externalobjects
/external_objects_named_credentials.htm

NEW QUESTION # 34
Apublisher 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 acount and agents as a contact on the home account.
- B. create a home account and create an agents account with a brand record tyoe
- C. create home and agents as accounts without specific record types.
- D. create a home account and create an agents account with an agency record type

Answer: D

Explanation:
To represent the relationship between Home and its agency, Agents, in Advertising Sales Management (ASM), the consultant should create two separate accounts: one for Home with a standard or advertiser record type, and another for Agents with an agency record type. This approach allows for the clear delineation of roles between the advertiser (Home) and its agency (Agents), enabling effective management and tracking of the advertising campaigns and interactions between the two entities.References:https://help.salesforce.com/

NEW QUESTION # 35
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