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Salesforce Salesforce-Media-Cloud Media Cloud Accredited Professional Exam

Questions & Answers PDF
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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q46-Q51):

NEW QUESTION # 46

A client is looking to adopt a new CRM solution to sell advertising products, starting with their Digital Content line of business. They sell standard digital ad products (digital banners, video inserts).

Using Media Cloud Advertising Sales Management (ASM), what is the most efficient approach for modeling these products?

- A. Configure an OmniScript that will retrieve the products from Google Ad Manager and will be used in sales processes.
- **B. Configure a product using Product Designer and associate the product to an Ad Space Specification.**
- C. Create a new Salesforce object for the Digital Ad Products specifications, link that object to the Product2 object, and configure the required products using the Product page layout.
- D. Create the required characteristics of the products in the Product object and configure the required products using the Product page layout.

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Product Designer in Media Cloud allows modeling complex advertising products efficiently by associating them with Ad Space Specifications, ensuring correct mapping to ad inventory. This approach streamlines product configuration for sales users. Creating custom objects or relying solely on Product page layouts is less efficient and lacks native support for media-specific attributes.

Reference:

Media Cloud Product Designer Guide

Advertising Product Modeling Best Practices

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

NEW QUESTION # 47

Which permission set license should a Consultant consider using when planning to allow for internal users to leverage Sales Management features such as "360° view of the Customer and Sales cycle", "Visualizations of key relationships including Agencies and Contacts," and "Digital contract lifecycle management?"

- **A. Advertising Sales Management PSL**
- B. Subscriber Lifecycle Management PSL
- C. Communications Cloud Digital Experience user PSL
- D. OmniStudio Admin

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Advertising Sales Management Permission Set License (PSL) is designed for internal users who require full access to Media Cloud sales features, including customer views, relationship visualizations, and contract management. OmniStudio Admin and other PSLs focus on different Salesforce clouds or administrative functions.

Reference:

Media Cloud Permission Set Licenses Guide

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

NEW QUESTION # 48

A customer needs to implement an automated Continuous Integration and Continuous Development (CI/CD) workflow where developers will work on their own Developer orgs to configure different OmniScripts. The developers then need to migrate the

changes they have done to a sandbox that will be used for testing before promoting changes to Production.

Which tool should developers use to automate the migration of OmniStudio DataPacks and Salesforce metadata within the Media Cloud orgs?

- **A. IDX Build Tool**
- B. Data Loader
- C. Backup and Restore Automation
- D. IDX Workbench

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

IDX Build Tool is the recommended tool for automating migration and deployment of OmniStudio DataPacks and metadata between Salesforce orgs, supporting CI/CD workflows. IDX Workbench is more manual, and Backup and Restore Automation and Data Loader do not support OmniStudio DataPacks.

Reference:

Salesforce IDX Build Tool Documentation

Media Cloud Deployment Automation

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

NEW QUESTION # 49

A customer, who is already using the Media Cloud Advertising Sales Management (ASM) application, needs the ability to create and edit templates, while also being able to generate documents.

Which two managed permission sets are required for this?

Choose 2 answers

- A. DocGenInd CME Runtime User
- **B. MediaCloudPlus Runtime**
- C. DocGenInd CME Digital Experience User
- **D. DocGenInd CME Designer User**

Answer: B,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To create and edit document templates in ASM, users need design permissions as provided by the DocGenInd CME Designer User permission set. For generating documents, runtime permissions like MediaCloudPlus Runtime are required. The CME Digital Experience User is typically for external users in Experience Cloud, while the Runtime User allows template execution but not creation.

Reference:

Salesforce Media Cloud Document Generation

DocGenInd Permission Sets Overview

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

NEW QUESTION # 50

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. Print
- **D. Linear**

Answer: B,D

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:

Media Cloud Media Types

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

NEW QUESTION # 51

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