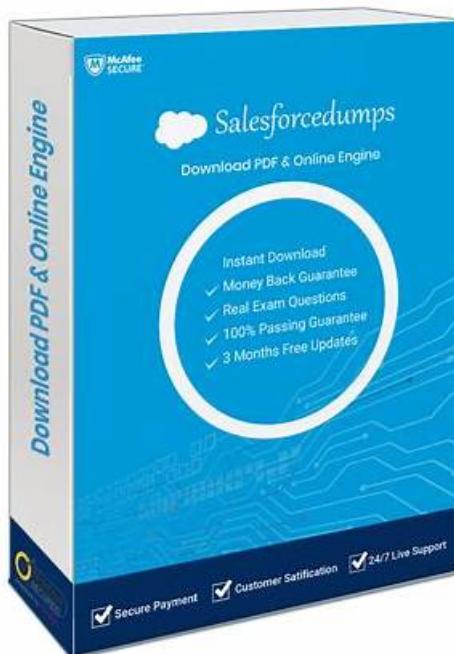


# New Salesforce-Media-Cloud Braindumps, Top Salesforce-Media-Cloud Dumps



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Every Salesforce aspirant wants to pass the Salesforce Salesforce-Media-Cloud exam to achieve high-paying jobs and promotions. The biggest issue Salesforce-Media-Cloud exam applicants face is that they don't find credible platforms to buy real Salesforce-Media-Cloud exam dumps. When candidates don't locate actual Salesforce Media Cloud Accredited Professional (AP) Exam (Salesforce-Media-Cloud) exam questions they prepare from outdated material and ultimately lose resources. If you are also facing the same problem then you are at the trusted spot.

## Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>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</li><li>CD environment.</li></ul>

Topic 2	<ul style="list-style-type: none"> <li>• 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</li> <li>• 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.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• 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.</li> </ul>

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### **Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q14-Q19):**

#### **NEW QUESTION # 14**

A publisher needs to check ad server inventory as part of the media plan creation process.

Which ad server is supported by standard Media Cloud Advertising Sales Management (ASM) features?

- A. Sizmek
- B. Openx
- C. Campaign Manager 360
- D. **Google Ad Manager**

#### **Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Google Ad Manager (GAM) is the only ad server with out-of-the-box integration supported in Media Cloud ASM. This enables inventory checks, campaign booking, and reporting directly through Media Cloud interfaces. Other servers require custom integrations.

Reference:

Media Cloud Supported Ad Servers

Google Ad Manager Integration Guide

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_gam\\_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_gam_integration.htm&type=5)

#### **NEW QUESTION # 15**

A company has purchased the Media Cloud solution. The IT Manager in charge of the deployment wants to understand which tools in Media Cloud can be used to map the legacy system data model to the Media Cloud data model?

Which two tools should the Consultant mention to the IT Manager in this case?

Choose 2 answers

- A. Setup / Object Manager
- B. Schema Builder

- C. IDX Workbench
- D. IDX Build Tool

**Answer: C,D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

IDX Workbench and IDX Build Tool are Salesforce-provided tools for managing Media Cloud metadata and data migration, allowing mapping from legacy systems to the Media Cloud data model. Schema Builder and Setup/Object Manager are Salesforce tools for standard metadata but not specialized for Media Cloud data mapping.

Reference:

Media Cloud Data Migration and Mapping Tools

IDX Workbench and Build Tool Documentation

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_idx\\_tools.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_idx_tools.htm&type=5)

## NEW QUESTION # 16

A Media Cloud customer is already running Advertising Sales Management (ASM) on an org and wants to upgrade from an older release to a newer release.

What should a Consultant do before migration?

- A. Activate Custom Lightning Web Components and FlexCards
- B. Take a backup of any newer ASM components
- C. Customize or modify the newer ASM components
- D. **Take a backup of any customized or modified older ASM components**

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Before migrating ASM to a newer release, it is crucial to take a backup of any customized or modified components in the existing (older) release to avoid losing customizations. Newer components should not be customized before migration. Activating new LWC and FlexCards is a post-migration step.

Reference:

ASM Upgrade and Migration Best Practices

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_asm\\_upgrade.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_upgrade.htm&type=5)

## NEW QUESTION # 17

A Consultant needs to see the performance trend of the ad inventory sold in June of the last five years and use this information as input for campaigns next June.

Which two optional add-on Salesforce reporting components can be coupled with Media Cloud Advertising Sales Management (ASM) to gather, correlate, and present historical ad campaigns data for better decision making at the beginning of the sales cycle?

Choose 2 answers

- A. CRM Analytics
- B. Tableau
- C. Marketing Cloud Intelligence
- D. Ad Manager

**Answer: A,B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau and CRM Analytics are Salesforce add-ons that can integrate with ASM data to provide deep historical analytics and performance trend insights. Marketing Cloud Intelligence focuses on data ingestion and optimization but Tableau and CRM Analytics specialize in flexible visualizations and historical analysis. Ad Manager is an ad server, not a reporting tool.

Reference:

Media Cloud Reporting and Analytics Options

Salesforce Tableau and CRM Analytics Integration

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_reporting\\_options.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_reporting_options.htm&type=5)

## NEW QUESTION # 18

A publisher wants to create a media plan that includes linear ads for a specific TV program. Which object should a Consultant use to define this TV program in Media Cloud?

- A. Media Plan Placement
- B. Media Channel
- C. Ad Creative
- D. Ad Space Specification

### Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Ad Space Specification objects define inventory specifications such as TV programs for linear ads. Media Plan Placement represents the booking of ads into those specs. Media Channel is broader, and Ad Creative is related to creative assets, not media inventory.

Reference:

Media Cloud Ad Space Specification

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_ad\\_space\\_specification.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_ad_space_specification.htm&type=5)

## NEW QUESTION # 19

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