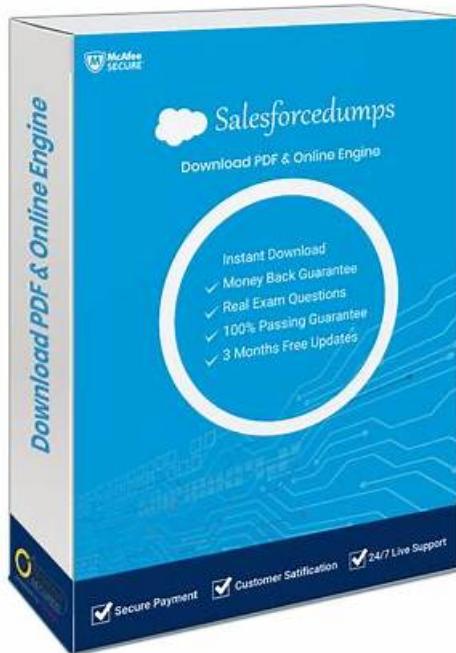


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Salesforce Media Cloud Consultant Exam Sample Questions (Q84-Q89):

NEW QUESTION # 84

Which two solutions should a consultant recommend to a client who wants to integrate with an ad server other than google ad manager (GAM) to create an ad campaign?

- A. create a custom integration procedure to integrate with the ad server
- B. create a custom solution using apex code
- C. use the out of the box ad server integration
- D. use the out of the box marketing cloud intelligence connector

Answer: A,B

Explanation:

For integrating with an ad server other than Google Ad Manager (GAM) to create an ad campaign, the consultant should recommend:

Creating a custom integration procedure to integrate with the ad server: This involves developing a tailored integration solution that communicates directly with the ad server's APIs, ensuring seamless data exchange and functionality specific to the client's needs.

Creating a custom solution using Apex code: Leveraging Salesforce's powerful programming language, Apex, to build custom logic and integrations that cater specifically to the functionality and workflows required for the ad server integration.

These approaches provide the flexibility and specificity needed to integrate with various ad servers, offering tailored solutions that meet the client's unique requirements.

References:

Salesforce Developer Guide on Integration and APIs:

<https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/>

Salesforce Apex Developer Guide:

<https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/>

NEW QUESTION # 85

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. Campaign Manager 360
- C. Openx
- D. Google Ad Manager

Answer: D

Explanation:

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.

References:

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

NEW QUESTION # 86

Two Salesforce Developers work for a B2B advertising publishing company. Developers A and B have been working in developer orgs with advertising sales management (ASM) and need to migrate the ASM components to the sandbox org of the company.

Developer A migrates the ASM components to the sandbox org. Developer B does the same. After that, Developer A realizes that the components on the sandbox org are different from those of the developer org because they were overwritten by the components of the Developer B. There is no way to go back to recapture them. Which tool should a consultant recommend to avoid this outcome?

- A. a version control system
- B. IDX workbench
- C. a messagin program
- D. visual studio code

Answer: A

Explanation:

To prevent the overwriting of components during migrations and ensure consistency across development environments, a consultant should recommend using a Version Control System (B). Version control allows developers to track and manage changes to code, enabling collaboration while preserving the history of modifications. It prevents conflicts like those experienced by Developers A and B by providing mechanisms to merge changes and resolve conflicts systematically. References:

https://developer.salesforce.com/docs/atlas.en-us.sfdx_dev.meta/sfdx_dev/sfdx_dev_intro.htm

https://help.salesforce.com/articleView?id=sf_dx_get_started.htm

NEW QUESTION # 87

Cloud kicks is using the google ad manager platform and there is an issue occuring at some point in the transmission of data between the system when an insertion document is being created. What can a consultant do to gather information about the data being passed between the system?

- A. review the payloads found on the orchestration plan item records
- B. create a report against the process exception object and resend the insertion Order. if the error continues to occur, consult the report created by the consultant
- C. create a list view for the process exception object to show records that match the criteria and consult the results
- D. start a trace flag under the debug logs, send the payload again, and search for errors

Answer: D

Explanation:

To gather information about the data being passed between systems, particularly when an issue occurs during the transmission of data for an insertion order, a consultant can start a trace flag under the debug logs, resend the payload, and search for errors (A). This method allows for real-time monitoring and logging of system processes, helping to identify and diagnose the exact point of failure or error in the data transmission.

References:

https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_debugging_system_log.htm

<https://help.salesforce.com/>

NEW QUESTION # 88

A consultant working on the implementaion of media cloud for publishing company has been asked by an IT Manger at the publishing company to better understand the structure of media cloud data model. How should the consultant describe the characteristics of media cloud data model?

- A. it is composed of custom and standard objects.
- B. it is composed exclusively of standard objects
- C. it is composed exclusively of custom objects
- D. it is composed of custom objects with no extensions.

Answer: A

Explanation:

The Salesforce Media Cloud data model is characterized by a blend of both custom and standard objects. This hybrid structure allows for the flexibility to tailor the platform to specific industry needs while leveraging the robust foundational features of Salesforce. Standard objects provide core CRM functionalities, such as accounts, contacts, and opportunities, which are essential for managing customer relationships and sales processes. Custom objects are added to support unique business requirements

specific to the media and publishing industry, such as managing ad inventories, media plans, and ad sales. This combination ensures that Media Cloud can cater to the complex and specialized needs of media and publishing companies.

References:

Salesforce Media Cloud documentation: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce Standard and Custom Objects documentation:

https://developer.salesforce.com/docs/atlas.en-us.object_reference.meta/object_reference/

NEW QUESTION # 89

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