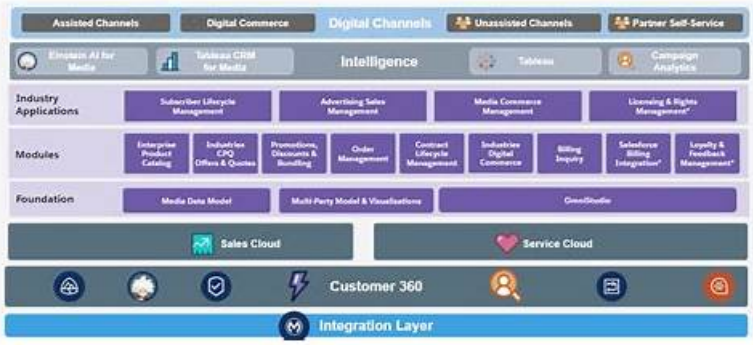
Salesforce-Media-Cloud Online Praxisprüfung, Salesforce-Media-Cloud Prüfungsvorbereitung



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Salesforce Salesforce-Media-Cloud Prüfungsplan:

Thema	Einzelheiten
Thema 1	• 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 • 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.
Thema 2	• 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.
Thema 3	• 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 • CD environment.

>> Salesforce-Media-Cloud Online Praxisprüfung <<

Salesforce-Media-Cloud Prüfungsvorbereitung, Salesforce-Media-Cloud Testing Engine

Fantasie kann einem helfen, viele schöne Ideen auszudenken. Aber sie kann nichts machen. Wenn Sie sich den Kopf zerbrechen, wie Sie die Salesforce Salesforce-Media-Cloud Zertifizierungsprüfung bestehen können, sollen Sie lieber Ihren Conputer öffnen und

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Salesforce Media Cloud Accredited Professional (AP) Exam Salesforce-Media-Cloud Prüfungsfragen mit Lösungen (Q45-Q50):

45. Frage
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. Create the required characteristics of the products in the Product object and configure the required products using the Product page layout.
- B. Configure an OmniScript that will retrieve the products from Google Ad Manager and will be used in sales processes.
- 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. Configure a product using Product Designer and associate the product to an Ad Space Specification.

Antwort: D

Begründung:
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

46. Frage
A customer has a requirement to allow the Operations team to edit Quote records in order to perform 'Create and Submit Order' action only when the corresponding opportunity has reached a specific status called 'Closed Won'. Sales users will remain as the record owners of Quotes and Orders for reporting purposes. The organization wide default setting for Quote and Order object is private.
How should a Consultant solve this requirement with minimal customization?

- A. Configure role hierarchy, such that the Operations team is higher than the Sales users in the same hierarchy group.
- B. Configure a criteria-based sharing rule to share order records once Opportunity status is 'Closed Won'.
- C. Sales users will use manual sharing in order to share order records once Opportunity status is 'Closed Won'.
- D. Share order records programmatically using Apex whenever Opportunity status is 'Closed Won'.

Antwort: B

Begründung:
Comprehensive and Detailed Explanation From Exact Extract:
Since the OWD for Quote and Order is private, sharing must be explicitly granted for the Operations team to edit records when Opportunity status is 'Closed Won'. Criteria-based sharing rules are the preferred low-maintenance Salesforce declarative approach for this scenario, sharing records based on field values without custom code. Manual sharing is less scalable, role hierarchy changes may affect ownership and reporting, and Apex sharing is a heavier customization.
Reference:
Salesforce Sharing Rules Documentation
Media Cloud ASM Security and Sharing Best Practices
https://help.salesforce.com/s/articleView?id=sf.sharing_rules.htm&type=5

47. Frage
A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business and Google Ad Manager (GAM). They want to have a complete view of their media plans using dashboards.

Which system integration provides built-in dashboards to integrate with the ASM application?

- A. Google Data Studio
- B. CRM Analytics
- C. Tableau
- D. Marketing Cloud Intelligence

Antwort: D

Begründung:
Comprehensive and Detailed Explanation From Exact Extract:
Marketing Cloud Intelligence (formerly Datorama) provides built-in dashboards designed for Media Cloud ASM, offering cross-channel campaign performance visibility. While Tableau and CRM Analytics offer reporting, MCI is the Salesforce-native integrated solution specifically targeting media plans and ad campaigns in ASM. Google Data Studio is a separate Google product not embedded in Salesforce.
Reference:
Media Cloud ASM Analytics Integration
Marketing Cloud Intelligence Overview
https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci_dashboards.htm&type=5

48. Frage
A customer is using Media Cloud and they need to report on how well a digital advertising campaign is performing. The company is using Google Ad Manager (GAM) as one of their primary data sources.
Which product should a Consultant implement to analyze campaign performance?

- A. CRM Analytics
- B. Marketing Cloud Intelligence
- C. Custom Reporting Solution
- D. Standard Salesforce Reporting and Dashboards

Antwort: B

Begründung:
Comprehensive and Detailed Explanation From Exact Extract:
Marketing Cloud Intelligence provides advanced analytics capabilities by integrating data from Media Cloud and GAM to deliver comprehensive campaign performance analysis beyond standard reports or custom solutions.
Reference:
Marketing Cloud Intelligence Overview
https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci.htm&type=5

49. Frage
A publishing company has been using media cloud decides that thhey want to use marketing cloud intelligence for analytics. However, there is an outh 2.0 authentication issue when attempting to set up data stream setup in marketing cloud intelligence. Where should a consultant go within Salesforce to ensure that the settings in marketing cloud intelligence are set up correctly?

- A. named credential
- B. aut.Provider
- C. custom metadata
- D. connected app

Antwort: A

Begründung:
When facing OAuth 2.0 authentication issues during the setup of a data stream in Marketing Cloud Intelligence, checking the Named Credential settings within Salesforce is a critical step. Named Credentials provide a secure way to manage authentication details for external services, ensuring that Salesforce can securely connect to Marketing Cloud Intelligence. By verifying and, if necessary, adjusting the Named Credential settings, the consultant can resolve authentication issues, enabling successful data stream setup and integration between Salesforce and Marketing Cloud Intelligence.Reference:https://help.salesforce.com/

50. Frage
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