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Salesforce Media Cloud Accredited Professional Sample Questions (Q60-Q65):

NEW QUESTION # 60

Cloud Kicks is setting up a new instance for Media Cloud and their Sales Reps should only see opportunities that they have created. When Sales Managers run reports, they need to see the data for all the reps that report to them. How should a Consultant set this up?

- A. Set the organization wide default (OWD) for the Opportunity object to private. Set up the role hierarchy to ensure Managers can see the records owned by users below them in the role hierarchy.
- B. Set the organization wide default (OWD) for the Opportunity object to private. Use sharing rules to share records owned by Sales Reps that are below the Manager in the role hierarchy.
- C. Set the organization wide default (OWD) for the Opportunity object to public. Filter the reports to show the records owned by users below them in the role hierarchy.
- D. Set the organization wide default (OWD) for the Opportunity object to public. Use Apex Sharing to ensure Manager's can see the records owned by users below them in the role hierarchy.

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Setting the OWD to private restricts record visibility to owners by default. Using the role hierarchy allows managers to view records owned by subordinates without additional sharing rules or code. This is the standard Salesforce approach for hierarchical visibility.

Public OWD would not restrict sales reps' views.

Reference:

Salesforce Sharing and Visibility Best Practices

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

NEW QUESTION # 61

A Consultant is asked to help design a solution which could aid a company in expanding their reach into the small and medium business (SMB) 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 Advertiser/Agency to self-service their media plans?

- A. Set up a public user, which anyone can use to create their own media plan, and provide their company information in the record detail.
- B. 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.
- C. 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.
- D. Build an Experience Cloud with the Customer Service template for the Advertiser to navigate the product catalog and configure the products in the site.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Advertising Sales Management (ASM) Self-Care is a built-in feature in Media Cloud that allows approved Advertisers and Agencies to use an Experience Cloud portal for creating and tracking media plans. This is the recommended solution to enable self-service while maintaining controlled access, which is critical for scaling SMB reach efficiently. Web-to-Lead or public users lack the robustness and security of the Self-Care portal.

Reference:

Media Cloud ASM Self-Care Overview

Salesforce Experience Cloud for Media Cloud

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

NEW QUESTION # 62

A Consultant working on the implementation of Media Cloud for a publishing company has been asked by an IT Manager at the publishing company to better understand the structure of the Media Cloud data model.

How should the Consultant describe the characteristics of the Media Cloud data model?

- A. It is composed of Custom and Standard Objects.
- B. It is composed exclusively of Custom Objects.
- C. It is composed of Custom and Standard Objects with no extensions.
- D. It is composed exclusively of Standard Objects.

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud's data model includes both standard Salesforce objects (like Account, Contact, Quote) and custom objects specifically designed to handle media-related data. This hybrid model leverages Salesforce's core platform while extending it for media sales and delivery.

Reference:

Media Cloud Data Model Overview

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

NEW QUESTION # 63

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

Answer: C,D

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

NEW QUESTION # 64

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require Sales Representatives and Media Planners to sell their digital ad products with targeting selections for geo targeting, day/time targeting, content targeting, and user's OS targeting.

Which type of targeting is available with Media Cloud?

- A. User's OS Targeting
- B. **Geo Targeting**
- C. Day/Time Targeting
- D. Content Targeting

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud supports Geo Targeting as part of its standard digital ad targeting capabilities, allowing advertisers to specify geographic locations for their ads. Content Targeting, Day/Time Targeting, and User's OS Targeting are generally managed by the Ad Server or external DSP platforms, not Media Cloud out-of-the-box.

Reference:

Media Cloud Digital Ad Targeting Features

Salesforce Media Cloud Product Guide

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

NEW QUESTION # 65

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