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Hundreds of candidates want to get the Media Cloud Accredited Professional (AP-217) certification exam because it helps them in accelerating their Salesforce careers. Cracking the AP-217 exam of this credential is vital when it comes to the up gradation of their resume. The AP-217 Certification Exam helps students earn from online work and it also benefits them in order to get a job in any good tech company.

Salesforce Media Cloud Accredited Professional Sample Questions (Q43-Q48):

NEW QUESTION # 43

What are two roles of Marketing Cloud Intelligence in Media Cloud?

Choose 2 answers

- A. Campaign reporting using Media Cloud and Ad Server data
- B. Acts as a data lake for customer data insights
- C. Acts as a customer data platform
- D. Campaign performance using Media Cloud and Ad Server data

Answer: A,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence functions to provide campaign reporting and performance analytics by combining Media Cloud and Ad Server data. It is not a customer data platform or a generic data lake, but a specialized marketing analytics solution.

Reference:

Marketing Cloud Intelligence Roles

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

NEW QUESTION # 44

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. IDX Workbench
- C. Backup and Restore Automation
- D. Data Loader

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 # 45

A publisher is working with Agents, which is Home's agency, to advertise Home's products.

How should a Consultant create and relate these records in Advertising Sales Management (ASM)?

- A. Create Home and Agents as Accounts without specific Record Types.
- B. Create a Home Account and create an Agents Account with a Brand Record Type.
- **C. Create a Home Account and create an Agents Account with an Agency Record Type.**
- D. Create a Home Account and Agents as a Contact on the Home Account.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

In Media Cloud ASM, Advertisers and Agencies are modeled as Accounts with different Record Types. The agency should be an Account with the Agency Record Type to reflect its role properly in the hierarchy and relationships. Contacts belong to Accounts but Agencies are best represented as distinct Account records for clarity and reporting. Brand Record Type is typically used for product branding, not agencies.

Reference:

Media Cloud ASM Data Model Guide

Salesforce Account Record Types Best Practices

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

NEW QUESTION # 46

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

Answer: D

Explanation:

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

NEW QUESTION # 47

An Ad Ops team needs to ensure an order created by the Sales Executive is submitted to the downstream ad servers for fulfillment. Order items used within these orders are linked to commercial products and this entire order goes through the Industries Order Management process for fulfillment.

How should the Ad Ops team use the out-of-the-box product with product code: VPL-MEDIA-CLASS in this entire process?

- A. As Object type of a commercial product
- B. As Parent class of any commercial product
- **C. As corresponding technical product of a commercial product in a decomposition relationship**
- D. As Root product in a product bundle with child commercial products

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The product with code VPL-MEDIA-CLASS represents a technical product that corresponds to commercial products in a decomposition relationship. This enables the Order Management process to handle fulfillment through its association with commercial products.

Reference:

Media Cloud Product Hierarchies

Salesforce Industries Order Management

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

NEW QUESTION # 48

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