

Quiz Salesforce - AP-217 - Media Cloud Accredited Professional Perfect Positive Feedback



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Salesforce Media Cloud Accredited Professional Sample Questions (Q25-Q30):

NEW QUESTION # 25

Users receive an "Apex CPU limit exceeded" error when running the Advertising Sales Management (ASM) flow OmniScript in a Salesforce Experience site. The OmniScript includes an Integration Procedure that contains multiple Data Raptors. In which two areas within OmniStudio should a Consultant check to troubleshoot this issue?

Choose 2 answers

- A. DataRaptor Configuration
- B. Action Debugger
- C. OmniStudio Logs
- D. OmniScript Debugger

Answer: C,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To troubleshoot Apex CPU limit errors in OmniStudio, checking the OmniScript Debugger helps identify heavy operations in the flow. OmniStudio Logs provide detailed execution logs that can reveal inefficient or repeated processing. DataRaptor configurations could contribute to CPU use but are not directly traceable like logs and debugger tools. Action Debugger focuses on runtime user actions rather than script performance.

Reference:

OmniStudio Debugging and Logging

Salesforce CPU Limit Troubleshooting

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

NEW QUESTION # 26

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

Answer: A

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 # 27

During proposal line item creation, a Consultant needs to be able to select a value for a picklist type attribute.

Which non-overrideable behavior must the Consultant select during the assignment to the parent object type?

- A. Run-time Configurable
- B. Is Not Assetizable
- C. Is Not Translatable
- D. Is Encrypted

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Run-time Configurable behavior allows the picklist values to be determined dynamically during runtime rather than being statically assigned. This is critical in proposal line items to select picklist values that may change or depend on other variables dynamically. The other options either disable functionality (Is Not Assetizable), restrict translations, or encrypt values but do not allow dynamic selection.

Reference:

Salesforce Media Cloud Data Model Guide

Proposal Line Item Configuration Best Practices

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

NEW QUESTION # 28

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business. During the creation of a media plan, a Consultant wants to see analytical insights using the View Insights button on the Add and Configure Placements screen.

Which system should the Consultant use to achieve this?

- A. Marketing Cloud Intelligence
- B. Custom Ad Server
- C. Tableau
- D. Google Ad Manager

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence provides advanced analytical insights integrated into Media Cloud ASM, including the View Insights feature in media plan placement. This system offers cross-channel campaign performance data, which cannot be achieved through custom ad servers or GAM alone.

Reference:

Media Cloud ASM Analytics Integration

Marketing Cloud Intelligence Overview

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

NEW QUESTION # 29

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

Answer: D

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 # 30

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