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## Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>• <b>Design:</b> 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</li> <li>• CD environment.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>• <b>Implement:</b> 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</li> <li>• 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.</li> </ul>

Topic 3	<ul style="list-style-type: none"> <li>• <b>Discovery:</b> 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.</li> </ul>
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>> **Testing Salesforce-Media-Cloud Center** <<

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In traditional views, the Salesforce-Media-Cloud practice materials need you to spare a large amount of time on them to accumulate the useful knowledge may appearing in the real Salesforce-Media-Cloud exam. However, our Salesforce-Media-Cloud learning questions are not doing that way. According to data from former exam candidates, the passing rate of our Salesforce-Media-Cloud learning material has up to 98 to 100 percent. There are adequate content to help you pass the exam with least time and money.

### Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q18-Q23):

#### NEW QUESTION # 18

A Media Cloud customer is already running Advertising Sales Management (ASM) on an org and wants to upgrade from an older release to a newer release.

What should a Consultant do before migration?

- **A. Take a backup of any customized or modified older ASM components**
- B. Activate Custom Lightning Web Components and FlexCards
- C. Take a backup of any newer ASM components
- D. Customize or modify the newer ASM components

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Before migrating ASM to a newer release, it is crucial to take a backup of any customized or modified components in the existing (older) release to avoid losing customizations. Newer components should not be customized before migration. Activating new LWC and FlexCards is a post-migration step.

Reference:

ASM Upgrade and Migration Best Practices

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_asm\\_upgrade.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_upgrade.htm&type=5)

#### NEW QUESTION # 19

Which three Marketing Cloud Intelligence integration methods can a Consultant use to ingest and integrate all available channels as well as first and third party data sources, to create a cross-channel optimization platform?

Choose 3 answers

- **A. Marketing Cloud Intelligence Data Lake Stream**
- **B. API Connectors**
- C. Data Raptor
- **D. TotalConnect**
- E. Data Mapping Visualizer

**Answer: A,B,D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence (MCI) supports multiple integration methods including API Connectors for direct data ingestion, TotalConnect for ingesting external datasets, and Data Lake Streams for large-scale streaming data ingestion. Data Raptor and Data Mapping Visualizer are primarily Salesforce data transformation tools, not ingestion methods for MCI.

Reference:

Marketing Cloud Intelligence Integration Overview

[https://help.salesforce.com/s/articleView?id=sf.mc\\_mci\\_data\\_ingestion.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_mci_data_ingestion.htm&type=5)

### NEW QUESTION # 20

During a Google Ad Manager (GAM) order orchestration, which two steps does a Media Planner need to complete manually in the GAM Server?

Choose 2 answers

- A. Check if creatives are loaded in GAM.
- B. Check availability of inventory in GAM.
- C. Associate the creatives to a line item in GAM.
- D. Create order in GAM.

**Answer: A,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

While many GAM functions can be automated through integrations, loading creatives and associating them to line items often require manual intervention to ensure the correct assets are linked. Inventory availability and order creation are generally handled programmatically or via Media Cloud integration.

Reference:

Media Cloud GAM Integration Workflow

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_gam\\_manual\\_steps.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_gam_manual_steps.htm&type=5)

### NEW QUESTION # 21

When a media plan is submitted to the ad servers, there is an error related to missing creative or a notification related to a change in the program schedule.

How can this error or notification be made visible on Media Cloud?

- A. Through campaign analytics reports
- B. Through data present on Media Cloud
- C. Through Einstein for Ad Servers
- D. Through real-time integration to ad servers

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud leverages real-time integrations with ad servers to surface errors or notifications such as missing creatives or schedule changes directly in the system. This allows users to act promptly based on live data. Reporting and analytics are more historical and do not provide immediate error visibility. Einstein is not specifically designed for ad server error reporting.

Reference:

Media Cloud Ad Server Integration Guide

Real-time Data Handling in ASM

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_realtime\\_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_realtime_integration.htm&type=5)

### NEW QUESTION # 22

A large media company is using Salesforce Industries to model Digital Advertising products. These products have a common set of characteristics.

Which pair of Media Cloud items would a Product Manager use to most efficiently create the products for the sales users to sell?

- A. Use a Standalone Product and add Attributes.
- B. Clone an existing ad product and assign Attributes.

- C. Use an Object Type and assign Attributes.
- D. Use a Product Family for those products.

**Answer: C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Using Object Types with Attributes allows Product Managers to efficiently define product classes with shared characteristics. This modular approach is more scalable and manageable than cloning standalone products or relying solely on product families.

Reference:

Media Cloud Product Modeling

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_product\\_modeling.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_product_modeling.htm&type=5)

## NEW QUESTION # 23

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