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Salesforce AP-217

Media Cloud Accredited Professional

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Salesforce Media Cloud Accredited Professional Sample Questions (Q41-Q46):

NEW QUESTION # 41

A System Administrator of an advertising publishing company that uses Advertising Sales Management (ASM) is going through the migration from source org to target org.

During the migration, the System Administrator runs into an error related to permissions and licenses on the target org.

Which two reasons could have caused the error?

Choose 2 answers

- A. The target org does not have the necessary integration procedures and Data Raptors.
- **B. The target org does not have the required platform license definitions and add-on licenses.**
- C. The source org does not have the required platform license definitions and add-on licenses.
- **D. The System Administrator user profile on the target org does not have the required permission set licenses or add-on licenses.**

Answer: B,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Permission and license errors in migration typically arise because the target org lacks the required platform license definitions or add-on licenses, or because the admin user profile does not have the necessary permission set licenses assigned. The source org licenses don't impact target org migration errors, and missing integration procedures/Data Raptors usually cause functional issues but not license errors.

Reference:

Media Cloud ASM Migration Guide

Salesforce License and Permission Management

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

NEW QUESTION # 42

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

Answer: D

Explanation:

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

NEW QUESTION # 43

Which three permission sets should a Consultant add for a newly hired Media Planner user?

Choose 3 answers

- **A. OmniStudioUser**
- B. MediaCloud Runtime
- **C. MediaCloudPlus Runtime**
- D. Rule Engine Runtime

- **E. Media Cloud Base User**

Answer: A,C,E

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

A Media Planner requires permission sets for OmniStudioUser to work with OmniStudio tools, MediaCloudPlus Runtime for ASM features, and Media Cloud Base User to access basic Media Cloud data and features. Rule Engine Runtime and MediaCloud Runtime are more specialized and not strictly required for planners.

Reference:

Media Cloud User Setup Guide

Salesforce Permission Sets for ASM

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

NEW QUESTION # 44

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. Marketing Cloud Intelligence**
- C. CRM Analytics
- D. Tableau

Answer: B

Explanation:

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

NEW QUESTION # 45

A publisher needs to check ad server inventory as part of the media plan creation process.

Which ad server is supported by standard Media Cloud Advertising Sales Management (ASM) features?

- A. Openx
- **B. Google Ad Manager**
- C. Campaign Manager 360
- D. Sizmek

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Google Ad Manager (GAM) is the only ad server with out-of-the-box integration supported in Media Cloud ASM. This enables inventory checks, campaign booking, and reporting directly through Media Cloud interfaces. Other servers require custom integrations.

Reference:

Media Cloud Supported Ad Servers

Google Ad Manager Integration Guide

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

NEW QUESTION # 46

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