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Salesforce Media Cloud Consultant Exam Sample Questions (Q68-Q73):

NEW QUESTION # 68
An administrator is mapping a user to media cloud personas. In the current role, the user builds media plans from request for proposals, reviews past performance to ain insight, and proposes proactive solutions. To which persona should the user be mapped?

- A. media planner
- B. yield manager
- C. designer
- D. ad ops

Answer: A

Explanation:
The user in question, who builds media plans from requests for proposals, reviews past performance for insights, and proposes proactive solutions, best fits the Media Planner persona (A). This role involves strategizing and planning advertising campaigns, analyzing performance data, and making informed decisions to optimize future media plans, aligning closely with the responsibilities described.References:
https://help.salesforce.com/
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 69
A consultant is asked to help design a solution which could aid a company is expanding their reach into the small and medium business 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 advertisers/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 a public user, which anyone can use to create their own media plan, and provide their company information in the record detail
- 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 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.

Answer: A

Explanation:
To expand reach into the small and medium business segment and enable self-service for media planning, leveraging the Advertising Sales Management self-care feature through an Experience Cloud portal is the most effective solution. This approach allows approved advertisers or agencies to access a dedicated portal where they can autonomously create, modify, and track their media plans. This self-service capability not only enhances the customer experience by providing direct control over their media planning activities but also alleviates the workload on the sales team, making it easier to scale operations and reach a broader audience.
References:
Salesforce Experience Cloud documentation:
https://www.salesforce.com/products/experience-cloud/overview/
Salesforce Advertising Sales Management resources:
https://www.salesforce.com/products/media-cloud/solutions/advertising-sales-management/

NEW QUESTION # 70
What happens when a required placement is unavailable in the ad server during the check availability process with google Ad manager?]

- A. a yellow check mark appears if partial quantity is available and red if none is available
- B. the check availability action updates the quantity to the available quantity
- C. a red check mark appears in the availability column
- D. the check availability action returns the available quantity for manual adjustment

Answer: A

Explanation:
During the check availability process with Google Ad Manager, if a required placement is unavailable, a yellow check mark appears if partial quantity is available, and a red check mark if none is available (C). This visual indicator helps users quickly understand the availability status of placements and make informed decisions about adjusting campaign plans or exploring alternative options.References:
https://help.salesforce.com/articleView?id=sf.dmp_advertising_sales_check_availability.htm
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 71
A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. The Sales Representatives can sell digital, TV, radio, print, and event ads to their customers in a single media plan.
Which two media types are available for planning out-of-the-box with Media Cloud?
Choose 2 answers

- A. Event
- B. Print
- C. Linear
- D. Digital

Answer: C,D

Explanation:
Out-of-the-box Media Cloud supports Linear (TV, radio) and Digital media types for planning. Print and Event media types typically require customization or are handled separately.
References:
Media Cloud Media Typeshttps://help.salesforce.com/s/articleView?id=sf.media_cloud_media_types.
htm&type=5

NEW QUESTION # 72
When a media plan is submitted to the ad servers , there is an error related to missing creative or a [...] related to a change in the program schedule. How can thi serror or notification be made visible on media cloud?

- A. through einstein for ad server
- B. through real-time integration to ad server
- C. through campagn analytics report
- D. through data present on media cloud'

Answer: B

Explanation:
When a media plan is submitted to the ad servers and there's an error related to missing creative or a notification related to a change in the program schedule, this information can be made visible on Media Cloud through real-time integration to the ad server (B). Real-time integration ensures that any errors or updates from the ad server are immediately reflected in Media Cloud, allowing for prompt action and resolution.
References:
https://www.salesforce.com/products/media-cloud/overview/
https://help.salesforce.com/

NEW QUESTION # 73

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