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Salesforce Media Cloud Accredited Professional Sample Questions (Q13-Q18):

NEW QUESTION # 13

A customer, who is already using the Media Cloud Advertising Sales Management (ASM) application, needs the ability to create and edit templates, while also being able to generate documents.

Which two managed permission sets are required for this?

Choose 2 answers

- A. DocGenInd CME Digital Experience User
- B. DocGenInd CME Runtime User
- C. DocGenInd CME Designer User
- D. MediaCloudPlus Runtime

Answer: C,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To create and edit document templates in ASM, users need design permissions as provided by the DocGenInd CME Designer User permission set. For generating documents, runtime permissions like MediaCloudPlus Runtime are required. The CME Digital Experience User is typically for external users in Experience Cloud, while the Runtime User allows template execution but not creation.

Reference:

Salesforce Media Cloud Document Generation

DocGenInd Permission Sets Overview

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

NEW QUESTION # 14

A client is looking to adopt a new CRM solution to sell advertising products, starting with their Digital Content line of business. They sell standard digital ad products (digital banners, video inserts).

Using Media Cloud Advertising Sales Management (ASM), what is the most efficient approach for modeling these products?

- A. Create the required characteristics of the products in the Product object and configure the required products using the Product page layout.
- B. Create a new Salesforce object for the Digital Ad Products specifications, link that object to the Product2 object, and configure the required products using the Product page layout.
- C. Configure an OmniScript that will retrieve the products from Google Ad Manager and will be used in sales processes.
- D. **Configure a product using Product Designer and associate the product to an Ad Space Specification.**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Product Designer in Media Cloud allows modeling complex advertising products efficiently by associating them with Ad Space Specifications, ensuring correct mapping to ad inventory. This approach streamlines product configuration for sales users. Creating custom objects or relying solely on Product page layouts is less efficient and lacks native support for media-specific attributes.

Reference:

Media Cloud Product Designer Guide

Advertising Product Modeling Best Practices

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

NEW QUESTION # 15

Which set of components are delivered as part of the managed package?

- A. OmniScript Definitions, CPQ APIs, FlexiPages, Custom Labels
- B. FlexiPages, Custom Labels, Data Model, Media Service
- C. FlexiPages, Custom Labels, Vlocity Integration Settings, Custom Layouts
- D. **OmniScript Definitions, CPQ APIs, Apex Classes, Lightning Web Components**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The managed package includes OmniScript Definitions, CPQ APIs, Apex Classes, and Lightning Web Components as core functional components to deliver Media Cloud features. Other sets list supporting components but not the full package essentials.

Reference:

Media Cloud Package Contents

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

NEW QUESTION # 16

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

Answer: A

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 # 17

A publishing company has been using media cloud decides that they want to use marketing cloud intelligence for analytics. However, there is an OAuth 2.0 authentication issue when attempting to set up data stream setup in marketing cloud intelligence. Where should a consultant go within Salesforce to ensure that the settings in marketing cloud intelligence are set up correctly?

- A. aut.Provider
- B. **named credential**
- C. custom metadata
- D. connected app

Answer: B

Explanation:

When facing OAuth 2.0 authentication issues during the setup of a data stream in Marketing Cloud Intelligence, checking the Named Credential settings within Salesforce is a critical step. Named Credentials provide a secure way to manage authentication details for external services, ensuring that Salesforce can securely connect to Marketing Cloud Intelligence. By verifying and, if necessary, adjusting the Named Credential settings, the consultant can resolve authentication issues, enabling successful data stream setup and integration between Salesforce and Marketing Cloud Intelligence. Reference: <https://help.salesforce.com/>

NEW QUESTION # 18

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