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## Salesforce Media Cloud Consultant Exam Sample Questions (Q48-Q53):

**NEW QUESTION # 48**
A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require Sales Representatives and Media Planners to sell their digital ad products with targeting selections for geo targeting, day/time targeting, content targeting, and user's OS targeting.
Which type of targeting is available with Media Cloud?

- A. Geo Targeting
- B. User's OS Targeting
- C. Content Targeting
- D. Day/Time Targeting

**Answer: A**

Explanation:
Media Cloud supports Geo Targeting as part of its standard digital ad targeting capabilities, allowing advertisers to specify geographic locations for their ads. Content Targeting, Day/Time Targeting, and User's OS Targeting are generally managed by the Ad Server or external DSP platforms, not Media Cloud out-of-the- box.
References:
Media Cloud Digital Ad Targeting Features
Salesforce Media Cloud Product Guidehttps: //help.salesforce.com/s/articleView?id=sf.media_cloud_targeting.htm&type=5


**NEW QUESTION # 49**
A customer has the necessary licensed and dependent packeges installed and would like to install the advertising salesd management (ASM) package. Which step needs to be taken in order to do this?

- A. find the intalled package of salesforce industries communications, media, and energy managed package installes of the sandbox instance and enable ASM.
- B. go to the vlocity CMT administrator tab in the production org, search for the ASM app, and select enable. Thenrefreshthe target sandbox
- C. install by using a release package installation link from salesforce industries success community, selecting the industries applications package that is generally available (GA) for the target sandbox
- D. request a trial org of the ASM package in the salesforce industries media and entertainment process Library.Use thetrial org requested as the source org for the target sandbox

**Answer: C**

Explanation:
To install the Advertising Sales Management (ASM) package, the correct step is touse a release package installation link from the Salesforce Industries Success Community. This involves selecting the Industries applications package that is Generally Available (GA) for installation in the target sandbox environment. This method ensures that the latest and most stable version of the ASM package is installed, adhering to Salesforce's best practices for package installation in sandbox environments for testing and validation before deploying to production.
References:
Salesforce Industries Success Community: Access through Salesforce Help or Community portals Salesforce Package Installation Guide:
https://help.salesforce.com/articleView?id=000314281&type=1&mode=1


**NEW QUESTION # 50**
A b2b advertising publishing company is exploring salesforce to manage its advertising sales business. They require an ad ops persona to be created. Which two managed permission sets should a consultant add to the ad ops persona?

- A. OmniStudioAdmin
- B. OmniStudioUser
- C. Media Cloud Base User
- D. MediaCloudRuntime

**Answer: C,D**

Explanation:
For creating an Ad Ops persona in a B2B advertising publishing company exploring Salesforce to manage its advertising sales business, the two managed permission sets to add are:
MediaCloudRuntime: This permission set provides the necessary runtime access within Media Cloud, enabling Ad Ops personnel to execute and manage operational tasks related to advertising sales.
Media Cloud Base User: This foundational permission set grants access to basic Media Cloud functionalities, allowing Ad Ops personnel to access and interact with the core features of the Advertising Sales Management application.

These permission sets equip the Ad Ops persona with the appropriate level of access and functionality required to perform their role effectively within the Salesforce Media Cloud environment.
References:
Salesforce Media Cloud documentation: https://www.salesforce.com/products/media-cloud/overview/ Salesforce Permission Set documentation: https://help.salesforce.com/articleView?id=sf.perm_sets_overview.
htm


**NEW QUESTION # 51**
Acustomer wants to know which products have low reception with the customers. However, the publisher is having a hard time analyzing the data because apportunities reflect only the sold products, excluding products which were once part of an opportunity but were later dropped. What should a consultant ensure is included in the design so that sellers can store and access different version of the proposed media plan and its line items?

- A. product mapping to an active price list
- <span style="color:red">B. quotes, and 'Sync to opportunity' custom button</span>
- C. product schedule functionality
- D. a media plan version field in opportunity line item (OLI)

**Answer: B**

Explanation:
To address the challenge of analyzing products with low reception, where opportunities only reflect sold products and not those dropped from proposals, incorporatingquotes and a 'Sync to opportunity' custom buttonin the design is essential. This setup allows sellers to create multiple quotes representing different versions of the proposed media plan and its line items. Each quote can be synced to the opportunity as it evolves, ensuring that all proposed products, including those later dropped, are tracked and analyzed. This approach provides a comprehensive view of customer reception to all products initially considered, not just the final selections.
References:
Salesforce Quotes documentation: https://help.salesforce.com/articleView?id=quotes_overview.htm Salesforce Opportunities and Quotes Guide:
https://trailhead.salesforce.com/content/learn/modules/opportunity-and-quote-management


**NEW QUESTION # 52**
Due to internal and external security compliance requiments, a customer need to mask a number of custom text fields, besides implementing Field Level Security. These field values have less than 100 characters in length. However, a select group of users are allowed to view these field values as a part of their daily work.
How should a consultant implements this?

- A. implements field-level security and configure profiles
- B. implements salesforce classic encrypting and permission set
- C. implements data classification and masking
- <span style="color:red">D. implement salesforce shield platform encryption and configure profiles</span>

**Answer: D**

Explanation:
To mask custom text fields while meeting security compliance requirements and allowing select users to view the field values, a consultant should implement Salesforce ShieldPlatform Encryption (B) and configure profiles accordingly. Shield Platform Encryption provides a higher level of data protection by encrypting sensitive data at rest without compromising application functionality. By configuring profiles, the consultant can specify which users or groups have the permission to view the decrypted field values, ensuring compliance with both internal and external security mandates.References:
https://help.salesforce.com/articleView?id=sf.security_pe_overview.htm
https://help.salesforce.com/articleView?id=sf.pe_profiles_perm_sets.htm


**NEW QUESTION # 53**
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skills and competence to perform certain job tasks. Your Salesforce Media Cloud Consultant Exam Media-Cloud-Consultant Certification is usually displayed as proof that you've been trained, educated, and prepared to meet the specific requirement for your professional role.

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