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Salesforce Media Cloud Consultant Exam Sample Questions (Q100-Q105):

NEW QUESTION # 100

A digital publisher wants to visualize the connections between the different parties who are involved in ad buys, including advertisers, agencies, and their parent companies. Which feature of Salesforce Industries does Media Cloud use for this purpose?

- A. Customer Hierarchy
- **B. Relationship Graph**
- C. custom FlexCard
- D. Custom Lightning Web Component

Answer: B

Explanation:

Salesforce Industries utilizes the Relationship Graph feature (B) to visualize connections between different parties involved in ad buys, such as advertisers, agencies, and their parent companies. The Relationship Graph provides a visual representation of how these entities are related, making it easier for digital publishers to understand and manage their interactions with each party. This feature enhances the ability to navigate complex networks of relationships within the advertising ecosystem. References:

<https://help.salesforce.com/>

<https://www.salesforce.com/products/media-cloud/features/>

NEW QUESTION # 101

Which two actions take place, when an insertion order is created and submitted in media cloud advertising sales management (ASM)?

- A. the orchestration plan is created and can be viewed
- B. a flow is initiated for asset creation and billing
- C. order is submitted to B2B commerce Order Management
- D. order is submitted to industries order management

Answer: B,D

Explanation:

When an insertion order is created and submitted in the Media Cloud Advertising Sales Management (ASM), several key actions take place:

A flow is initiated for asset creation and billing: This step involves initiating processes for creating the necessary ad assets and setting up billing arrangements for the advertiser. It ensures that all creative materials are prepared and billing is set up in accordance with the terms of the insertion order.

Order is submitted to industries order management: This involves integrating the order into Salesforce's broader industries order management system. This step is crucial for ensuring the order is processed and managed efficiently within the larger ecosystem of Salesforce's industry-specific solutions.

These actions are essential for transitioning from the sales phase to the execution phase of ad campaigns within the Salesforce Media Cloud environment.

References:

Salesforce Advertising Sales Management documentation:<https://help.salesforce.com/> Salesforce Industries Order Management resources: <https://www.salesforce.com/products/industries/order-management/>

NEW QUESTION # 102

What happens when a required placement is unavailable in the ad server during the check availability product with google ad manager?

- A. a red check mark appears in the availability column
- B. the check availability action returns the availability quantity for manual adjustment
- C. the check availability action updates the quantity to the available quantity
- D. a yellow check mark if partial quantity

Answer: A

Explanation:

When a required placement is unavailable in the ad server during the check availability process with Google Ad Manager, a red check mark appears in the availability column (D). This clear visual cue signals to the user that the desired placement is not available, prompting them to consider alternative placements or adjust their campaign strategy accordingly. References:

https://help.salesforce.com/articleView?id=sf.dmp_advertising_sales_check_availability.htm

<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 103

A media cloud customer has a requirement of showing different fields to different groups of users so that confidentiality of information is maintained. For example, business unit A users cannot view quotes of business unit B and vice versa. However, both business units are supported by a single operations team who need to see both quote types. Managers need to be able to view and edit records of their team members. Which three sharing and visibility settings are relevant for consideration in this scenario?

- A. enterprise territory management
- B. field level security
- C. sharing group
- D. organization wide default
- E. sharing rules

Answer: B,D,E

Explanation:

To ensure confidentiality of information among different groups of users in a Media Cloud customer scenario, where business unit A users cannot view quotes of business unit B and vice versa, the relevant sharing and visibility settings to consider are Organization Wide Defaults, Sharing Rules, and Field Level Security.

Organization Wide Defaults set the baseline level of access, Sharing Rules can extend access based on specific criteria, and Field Level Security controls visibility to specific fields within records, ensuring that information is only accessible to the appropriate users or groups.

References:

Salesforce Security Guide: https://help.salesforce.com/articleView?id=sf.security_data_access.htm Salesforce Field Level Security documentation:

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

NEW QUESTION # 104

A customer has provided the below Ad placement requirements for a vertical banner. size: 120x600, position (left or right), content (animated GIF) which two fields need to be configured in the ad creative size type object to meet the customer's requirements?

- A. ad placement type
- B. width
- C. position
- D. height

Answer: B,D

Explanation:

To meet the customer's requirements for an ad placement of a vertical banner with specific size and content attributes, the fields that need to be configured in the Ad Creative Size Type object are Width and Height.

These fields allow for the specification of the banner's dimensions (120x600), which is crucial for ensuring that the ad creative conforms to the required size for effective display. The position (left or right) and content type (animated GIF) would typically be managed within the ad serving platform or specified in additional fields or instructions associated with the ad creative but are not standard fields in the Ad Creative Size Type object.

References:

Salesforce Media Cloud documentation: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce Ad Creative Management Guide: Information available in Salesforce Media Cloud resources

NEW QUESTION # 105

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