

# Salesforce-Media-Cloud Reliable Exam Pattern & Salesforce-Media-Cloud Pdf Braindumps



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In this way, the Salesforce Salesforce-Media-Cloud certified professionals can not only validate their skills and knowledge level but also put their careers on the right track. By doing this you can achieve your career objectives. To avail of all these benefits you need to pass the Salesforce Media Cloud Accredited Professional (AP) Exam (Salesforce-Media-Cloud) exam which is a difficult exam that demands firm commitment and complete Salesforce Salesforce-Media-Cloud exam questions preparation.

## Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>Implement: This section of the exam measures skills of a Salesforce Solution Architect and focuses on implementing the Media Cloud solution based on business and technical requirements. It includes supporting CI</li> <li>CD deployment processes, planning data migration with an understanding of the data model, selecting appropriate integration approaches for media-specific contexts, applying security settings to control data access, and ensuring performance outcomes align with defined KPIs and non-functional expectations.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>Discovery: This section of the exam measures the skills of a Salesforce Solution Architect and covers the ability to assess business and technical requirements for implementing Media Cloud applications. It includes determining the technical scope for a statement of work (SOW), mapping use cases to Salesforce Media Cloud components, understanding how third-party systems integrate with the Media Cloud ecosystem, outlining system flows based on the existing business environment, and identifying relevant non-functional requirements based on customer needs.</li> </ul>

Topic 3	<ul style="list-style-type: none"> <li>• Design: This section of the exam measures the skills of a Salesforce Media Cloud Consultant and covers the process of designing scalable and efficient Media Cloud solutions. It focuses on creating solution flows using ASM capabilities, applying best practices in solution architecture, recommending product model and pricing strategies, and aligning designs with the Media Cloud data model. It also evaluates the candidate's ability to set up sharing and permission sets, identify integration points, assess reporting needs, and determine deployment strategies that fit within a CI</li> <li>• CD environment.</li> </ul>
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>> **Salesforce-Media-Cloud Reliable Exam Pattern <<**

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### **Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q23-Q28):**

#### **NEW QUESTION # 23**

A Consultant needs to see the performance trend of the ad inventory sold in June of the last five years and use this information as input for campaigns next June.

Which two optional add-on Salesforce reporting components can be coupled with Media Cloud Advertising Sales Management (ASM) to gather, correlate, and present historical ad campaigns data for better decision making at the beginning of the sales cycle? Choose 2 answers

- A. Marketing Cloud Intelligence
- B. Tableau
- C. CRM Analytics
- D. Ad Manager

**Answer: B,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau and CRM Analytics are Salesforce add-ons that can integrate with ASM data to provide deep historical analytics and performance trend insights. Marketing Cloud Intelligence focuses on data ingestion and optimization but Tableau and CRM Analytics specialize in flexible visualizations and historical analysis. Ad Manager is an ad server, not a reporting tool.

Reference:

Media Cloud Reporting and Analytics Options

Salesforce Tableau and CRM Analytics Integration

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_reporting\\_options.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_reporting_options.htm&type=5)

#### **NEW QUESTION # 24**

Cloud Kicks is setting up a new instance for Media Cloud and their Sales Reps should only see opportunities that they have created. When Sales Managers run reports, they need to see the data for all the reps that report to them.

How should a Consultant set this up?

- A. Set the organization wide default (OWD) for the Opportunity object to private. Use sharing rules to share records owned by Sales Reps that are below the Manager in the role hierarchy.
- B. Set the organization wide default (OWD) for the Opportunity object to public. Use Apex Sharing to ensure Manager's can see the records owned by users below them in the role hierarchy.
- C. Set the organization wide default (OWD) for the Opportunity object to private. Set up the role hierarchy to ensure

Managers can see the records owned by users below them in the role hierarchy.

- D. Set the organization wide default (OWD) for the Opportunity object to public. Filter the reports to show the records owned by users below them in the role hierarchy.

**Answer: C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Setting the OWD to private restricts record visibility to owners by default. Using the role hierarchy allows managers to view records owned by subordinates without additional sharing rules or code. This is the standard Salesforce approach for hierarchical visibility. Public OWD would not restrict sales reps' views.

Reference:

Salesforce Sharing and Visibility Best Practices

[https://help.salesforce.com/s/articleView?id=sf.sharing\\_model.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.sharing_model.htm&type=5)

## NEW QUESTION # 25

What are two roles of Marketing Cloud Intelligence in Media Cloud?

Choose 2 answers

- A. Campaign reporting using Media Cloud and Ad Server data
- B. Acts as a customer data platform
- C. Campaign performance using Media Cloud and Ad Server data
- D. Acts as a data lake for customer data insights

**Answer: A,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence functions to provide campaign reporting and performance analytics by combining Media Cloud and Ad Server data. It is not a customer data platform or a generic data lake, but a specialized marketing analytics solution.

Reference:

Marketing Cloud Intelligence Roles

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_mci\\_roles.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci_roles.htm&type=5)

## NEW QUESTION # 26

A customer needs to implement an automated Continuous Integration and Continuous Development (CI/CD) workflow where developers will work on their own Developer orgs to configure different OmniScripts. The developers then need to migrate the changes they have done to a sandbox that will be used for testing before promoting changes to Production.

Which tool should developers use to automate the migration of OmniStudio DataPacks and Salesforce metadata within the Media Cloud orgs?

- A. Data Loader
- B. IDX Workbench
- C. Backup and Restore Automation
- D. IDX Build Tool

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

IDX Build Tool is the recommended tool for automating migration and deployment of OmniStudio DataPacks and metadata between Salesforce orgs, supporting CI/CD workflows. IDX Workbench is more manual, and Backup and Restore Automation and Data Loader do not support OmniStudio DataPacks.

Reference:

Salesforce IDX Build Tool Documentation

Media Cloud Deployment Automation

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_idx\\_build\\_tool.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_idx_build_tool.htm&type=5)

## NEW QUESTION # 27

When a media plan is submitted to the ad servers, there is an error related to missing creative or a notification related to a change in the program schedule.

How can this error or notification be made visible on Media Cloud?

- A. Through real-time integration to ad servers
- B. Through Einstein for Ad Servers
- C. Through campaign analytics reports
- D. Through data present on Media Cloud

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud leverages real-time integrations with ad servers to surface errors or notifications such as missing creatives or schedule changes directly in the system. This allows users to act promptly based on live data. Reporting and analytics are more historical and do not provide immediate error visibility. Einstein is not specifically designed for ad server error reporting.

Reference:

Media Cloud Ad Server Integration Guide

Real-time Data Handling in ASM

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_realtime\\_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_realtime_integration.htm&type=5)

## NEW QUESTION # 28

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