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## Quiz

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

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• <b>Discovery:</b> 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 2	<ul style="list-style-type: none"><li>• <b>Design:</b> 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>
Topic 3	<ul style="list-style-type: none"><li>• <b>Implement:</b> 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>

### Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q21-Q26):

#### NEW QUESTION # 21

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:

Comprehensive and Detailed Explanation From Exact Extract:

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.

Reference:

Media Cloud Media Types

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

### NEW QUESTION # 22

Which two objects should a Consultant ensure the user has write access to, for the Seller to create media plans for Digital products using the Advertising Sales Management (ASM) Create Media Plan OmniScript?

Choose 2 answers

- A. Media Content Title
- B. Quotes
- C. Ad Quote Line
- D. Order

**Answer: B,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To create digital media plans via ASM OmniScript, users require write access to Quote and Ad Quote Line objects because these store the media plan and its line items. Order and Media Content Title are not directly involved in the creation step.

Reference:

Media Cloud ASM OmniScript Setup

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_asm\\_omniplan\\_access.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_omniplan_access.htm&type=5)

### NEW QUESTION # 23

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business and Google Ad Manager (GAM). They want to have a complete view of their media plans using dashboards.

Which system integration provides built-in dashboards to integrate with the ASM application?

- A. CRM Analytics
- B. Marketing Cloud Intelligence
- C. Tableau
- D. Google Data Studio

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence (formerly Datorama) provides built-in dashboards designed for Media Cloud ASM, offering cross-channel campaign performance visibility. While Tableau and CRM Analytics offer reporting, MCI is the Salesforce-native integrated solution specifically targeting media plans and ad campaigns in ASM. Google Data Studio is a separate Google product not embedded in Salesforce.

Reference:

Media Cloud ASM Analytics Integration

Marketing Cloud Intelligence Overview

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

### NEW QUESTION # 24

Which three types of permission sets are required for a persona to be present in an environment?

Choose 3 answers

- A. DocGenInd CME Designer User
- B. Rule Engine Runtime
- C. Media Cloud Base User
- D. OmniStudioAdmin
- E. OmniStudioUser

**Answer: B,C,E**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Personas in Media Cloud require OmniStudioUser for OmniStudio access, Rule Engine Runtime for business rules, and Media Cloud Base User for base feature access. OmniStudioAdmin is an administrative-level permission, and DocGenInd CME Designer

User is specific to document template design, not core persona presence.

Reference:

Media Cloud Persona Setup

Permission Sets Overview

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_persona\\_permission\\_sets.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_persona_permission_sets.htm&type=5)

### NEW QUESTION # 25

Which permission set license should a Consultant consider using when planning to allow for internal users to leverage Sales Management features such as "360° view of the Customer and Sales cycle", "Visualizations of key relationships including Agencies and Contacts," and "Digital contract lifecycle management?"

- A. OmniStudio Admin
- **B. Advertising Sales Management PSL**
- C. Subscriber Lifecycle Management PSL
- D. Communications Cloud Digital Experience user PSL

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Advertising Sales Management Permission Set License (PSL) is designed for internal users who require full access to Media Cloud sales features, including customer views, relationship visualizations, and contract management. OmniStudio Admin and other PSLs focus on different Salesforce clouds or administrative functions.

Reference:

Media Cloud Permission Set Licenses Guide

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

### NEW QUESTION # 26

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