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## Salesforce AP-217

Media Cloud Accredited Professional

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limits of installation.

## Salesforce Media Cloud Accredited Professional Sample Questions (Q26-Q31):

### NEW QUESTION # 26

What are two roles of Marketing Cloud Intelligence in Media Cloud?  
Choose 2 answers

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

**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 # 27

A publishing company has an existing media plan creation process that was setup using OmniStudio a few months ago. A new requirement has come up where the user will be required to enter a new secondary budget field and this field should be stored with the rest of the media plan details.

On which object should a Consultant add this field so that it is stored with the rest of the media plan and can be added to the appropriate OmniScript?

- **A. Media Plan Placement**
- B. Opportunity
- C. Quote
- D. Order

**Answer: A**

### NEW QUESTION # 28

A home store wants to advertise their products on a particular TV channel owned by a publishing company.  
Which channel should this media plan include?

- **A. Linear**
- B. Digital
- C. Out Of Home (OOH)
- D. Print

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Linear refers to traditional TV broadcasting channels where advertisements run in a scheduled, linear fashion. Since the home store wants to advertise on a TV channel, the media plan should include the Linear channel type. Digital refers to online channels, Print to newspapers/magazines, and OOH to outdoor advertising formats.

Reference:

Media Cloud Channel Definitions

Advertising Sales Management Media Types

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

### NEW QUESTION # 29

A Sales Executive creates a quote. When the quote status is changed to Client Approved, it should automatically be submitted for approval. The approver needs to be a queue instead of an individual Salesforce user. How can this be achieved in the system?

- A. Invoke Approval Process created on Opportunity linked to the Quote and keep Queue as Approver.
- B. Invoke Approval Process created on individual QuoteLineItem and keep Queue as Approver.
- **C. Invoke Approval Process on Quote and keep Queue as Approver.**
- D. Invoke Approval Process created on a custom object having lookup to Quote and keep Queue as Approver.

**Answer: C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Approval processes on the Quote object can be configured to automatically submit for approval when status changes, and queues can be assigned as approvers. This is a standard Salesforce approval process setup and does not require custom objects or linked objects.

Reference:

Salesforce Approval Processes

[https://help.salesforce.com/s/articleView?id=sf.approval\\_process.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.approval_process.htm&type=5)

### NEW QUESTION # 30

A Consultant working on the implementation of Media Cloud for a publishing company has been asked by an IT Manager at the publishing company to better understand the structure of the Media Cloud data model. How should the Consultant describe the characteristics of the Media Cloud data model?

- A. It is composed of Custom and Standard Objects with no extensions.
- **B. It is composed of Custom and Standard Objects.**
- C. It is composed exclusively of Standard Objects.
- D. It is composed exclusively of Custom Objects.

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud's data model includes both standard Salesforce objects (like Account, Contact, Quote) and custom objects specifically designed to handle media-related data. This hybrid model leverages Salesforce's core platform while extending it for media sales and delivery.

Reference:

Media Cloud Data Model Overview

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

### NEW QUESTION # 31

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Node authentication is how potential nodes must identify themselves before being AP-217 allowed to join a cluster, Martin Evening

is a London-based advertising and fashion photographer and noted expert in both photography and digital imaging.

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