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Salesforce Media Cloud Consultant Exam Sample Questions (Q71-Q76):

NEW QUESTION # 71

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

Answer: B

Explanation:

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.

References:

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

NEW QUESTION # 72

A customer wants to know which products have low reception with the customers. However, the publisher is having a hard time analyzing the data because opportunities 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
- B. product schedule functionality
- C. a media plan version field in opportunity line item (OLI)
- **D. quotes, and 'Sync to opportunity' custom button**

Answer: D

Explanation:

To address the challenge of analyzing products with low reception, where opportunities only reflect sold products and not those dropped from proposals, incorporating quotes and a 'Sync to opportunity' custom button in 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 # 73

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 to gather, correlate, and present historical ad campaign data for better decision making at the beginning of the sales cycle?

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

Answer: A,C

Explanation:

To see the performance trend of ad inventory sold in June over the last five years and use this information for planning campaigns for the next June, a consultant can couple Media Cloud Advertising Sales Management with:

CRM Analytics: This tool provides advanced analytics capabilities within the Salesforce platform, enabling users to gather, analyze, and visualize data for better decision-making.

Tableau: As a powerful data visualization tool, Tableau can be integrated with Salesforce to provide detailed and customizable visualizations of historical ad campaign data, aiding in the analysis and planning process.

These reporting components enable the effective correlation and presentation of historical data, facilitating informed decision-making at the beginning of the sales cycle.

References:

Salesforce CRM Analytics documentation: <https://help.salesforce.com/>

Tableau and Salesforce integration guide: <https://www.tableau.com/salesforce/#oaicite:0#/#8203;>

NEW QUESTION # 74

A customer has a requirement to allow the operations team to access quote records in order to perform "create and submit order" action only when the corresponding opportunity has reached a specific status called "closed won". Sales users will remain as the cord owners of quotes and order for reporting purpose. The organization wide default setting for quote and order object is private. How should a consultant solve this requirement with minimal customization?

- A. sales users will use manual sharing in order to share order records once opportunity status is "closed won"
- B. share order records programmatically using apex whenever opportunity status is "closed won"
- C. configure role hierarchy, such that the operations team is higher than the sales users in the same hierarchy group
- D. configure a criteria-based sharing rule to share order records once opportunity status is "closed won"

Answer: D

Explanation:

To allow the operations team to access quote records and perform the "create and submit order" action only when the corresponding opportunity status is "Closed Won", while maintaining the organization-wide default setting for quote and order objects as private, a criteria-based sharing rule should be configured. This sharing rule can be set up to share order records with the operations team based on the specific criteria of the opportunity status reaching "Closed Won", thus fulfilling the requirement with minimal customization.

References:

Salesforce Sharing Rules documentation: https://help.salesforce.com/articleView?id=security_sharing_rules_create.htm

Salesforce Opportunity Management guide: <https://trailhead.salesforce.com/en/content/learn/modules/opportunity-management>

NEW QUESTION # 75

A CTO of a customer who uses advertising sales management (ASM), asked a consultant to help them upgrade to the latest ASM release. Which two steps must the consultant complete before starting a manual upgrade to the latest release?

- A. raise a support ticket to enable the required permissions
- B. complete the post install tasks for salesforce industries communications, media, and energy
- C. Ensure that the consultant has the required permission sets and licenses
- D. go to setup and click on validate in the latest release

Answer: B,C

Explanation:

Before starting a manual upgrade to the latest ASM release, a consultant must:

Ensure they have the required permission sets and licenses: This is crucial to ensure the consultant has the necessary access rights to perform the upgrade and configure the system as needed.

Complete the post-install tasks for Salesforce Industries Communications, Media, and Energy:

These tasks may include configuration adjustments, data migrations, or other necessary steps to ensure that the upgrade is successful and that the system remains stable and functional after the upgrade.

Completing these steps ensures that the upgrade process goes smoothly and that the system is properly prepared for the new release.

References:

Salesforce Industries Upgrade Guide: <https://help.salesforce.com/>

Salesforce Permission Sets and Licenses documentation:

https://developer.salesforce.com/docs/atlas.en-us.securityImplGuide.meta/securityImplGuide/users_profile

NEW QUESTION # 76

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