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Salesforce Media Cloud Accredited Professional Sample Questions (Q16-Q21):

NEW QUESTION # 16

A client is looking to adopt a new CRM solution to sell advertising products, starting with their Digital Content line of business. They sell standard digital ad products (digital banners, video inserts).

Using Media Cloud Advertising Sales Management (ASM), what is the most efficient approach for modeling these products?

- A. Create a new Salesforce object for the Digital Ad Products specifications, link that object to the Product2 object, and configure the required products using the Product page layout.
- **B. Configure a product using Product Designer and associate the product to an Ad Space Specification.**
- C. Configure an OmniScript that will retrieve the products from Google Ad Manager and will be used in sales processes.
- D. Create the required characteristics of the products in the Product object and configure the required products using the Product page layout.

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Product Designer in Media Cloud allows modeling complex advertising products efficiently by associating them with Ad Space Specifications, ensuring correct mapping to ad inventory. This approach streamlines product configuration for sales users. Creating custom objects or relying solely on Product page layouts is less efficient and lacks native support for media-specific attributes.

Reference:

Media Cloud Product Designer Guide

Advertising Product Modeling Best Practices

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

NEW QUESTION # 17

When creating a Digital Ad Sales Media Proposal, which object mapping is used to link one show with multiple ad space formats during the catalog design?

- A. Ad Space Creative Size Type (One-to-Many)
- B. Ad Space Specification (One-to-One)
- C. Ad Space Specification (One-to-Many)
- D. Ad Space Creative Size Type (One-to-One)

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Ad Space Specification to Ad Space Creative Size Type uses a one-to-many relationship, allowing one show (Ad Space Specification) to be linked with multiple ad space formats (Creative Size Types) to handle different formats in the catalog.

Reference:

Media Cloud Catalog Design Data Model

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

NEW QUESTION # 18

Without custom development, with which Ad Serving Platform does Media Cloud integrate?

- A. Google Ad Manager
- B. Facebook Ads Manager
- C. Inventory
- D. Marketing Cloud Intelligence

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud offers out-of-the-box integration with Google Ad Manager (GAM) for ad serving, enabling booking, delivery tracking and reporting. Other platforms like Facebook Ads Manager or Inventory require custom development or third-party connectors.

Reference:

Media Cloud Ad Server Integrations

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

NEW QUESTION # 19

Which two features should a Consultant keep in mind when proposing the use of JSON-based mapping over Object-based mapping for Contract templates?

Choose 2 answers

- A. Documents cannot display attribute data unless the Custom section in the document template is used.
- B. The Consultant can use the item section for any type of item list, not only for line items.
- C. Only Contract, Opportunity, Order, and Quote objects are supported when mapping fields in JSON-based mapping.
- D. The data to extract and merge into the template must exist in standard objects.
- E. JSON-mapping allows for filtering individual line items or repeatable content items to display in a document, but Object-based mapping does not.

Answer: B,E

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

JSON-based mapping offers greater flexibility, such as allowing the item section to include any list type, not just line items, and supports filtering for repeatable content in documents. Object-based mapping is more rigid and limited to standard object types.

Reference:

Media Cloud Contract Template Mapping

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

NEW QUESTION # 20

A publisher wants to empower its sales team by embedding analytic dashboards that show the actual digital delivery performance on the Salesforce account page for advertisers and agencies. The dashboard will need to be customized to reflect nuances of the publisher's business.

What should a Consultant configure or implement to solve for this use case?

- A. Use integration procedures to build a custom connection to the ad server to bring delivery data into the Ad Delivery object and set up a report chart on the account page.
- B. Integrate digital delivery sources to Big Query or Snowflake, connect Tableau to the data warehouse, and then set up an embedded Tableau dashboard on the account page.
- **C. Configure the Ad Delivery Connector for CRM Analytics and set up an embedded CRM dashboard.**
- D. Clone one of the flex cards included in ASM and customize the parameters to display a Marketing Cloud Intelligence dashboard.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Ad Delivery Connector for CRM Analytics is a standard Salesforce solution to display digital delivery metrics directly inside Salesforce, with embedded dashboards tailored to the publisher's business. This approach leverages native Salesforce Analytics, enabling customization and tight integration with account data. Using external data warehouses like Big Query or Tableau is more complex and less integrated.

Reference:

Salesforce CRM Analytics Ad Delivery Connector Documentation

Media Cloud Analytics Best Practices

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

NEW QUESTION # 21

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