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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> 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 CD environment.

Topic 2	<ul style="list-style-type: none"> • 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 • 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.
Topic 3	<ul style="list-style-type: none"> • 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.

Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q10-Q15):

NEW QUESTION # 10

An Ad Ops team needs to ensure an order created by the Sales Executive is submitted to the downstream ad servers for fulfillment. Order items used within these orders are linked to commercial products and this entire order goes through the Industries Order Management process for fulfillment.

How should the Ad Ops team use the out-of-the-box product with product code: VPL-MEDIA-CLASS in this entire process?

- A. As Object type of a commercial product
- B. As Root product in a product bundle with child commercial products
- C. As Parent class of any commercial product
- **D. As corresponding technical product of a commercial product in a decomposition relationship**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The product with code VPL-MEDIA-CLASS represents a technical product that corresponds to commercial products in a decomposition relationship. This enables the Order Management process to handle fulfillment through its association with commercial products.

Reference:

Media Cloud Product Hierarchies

Salesforce Industries Order Management

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

NEW QUESTION # 11

A Consultant is asked to help design a solution which could aid a company in expanding their reach into the small and medium business (SMB) segment. This has traditionally been a challenge for a company in the direct-sales channel because the small and medium business greatly outnumber the Sales team.

What should the Consultant do in the design to allow for Advertiser/Agency to self-service their media plans?

- **A. Leverage the Advertising Sales Management Self-Care feature so that approved Advertiser/Agency can access an Experience Cloud portal where they can create and track their media plans.**
- B. Set up a public user, which anyone can use to create their own media plan, and provide their company information in the record detail.
- C. Build an Experience Cloud with the Customer Service template for the Advertiser to navigate the product catalog and configure the products in the site.
- D. Set up Web-to-Lead and have the Advertiser/Agency submit their media plan through a website so the Sales team can later take ownership of the record and follow up to finalize the media plan.

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Advertising Sales Management (ASM) Self-Care is a built-in feature in Media Cloud that allows approved Advertisers and Agencies to use an Experience Cloud portal for creating and tracking media plans. This is the recommended solution to enable self-service while maintaining controlled access, which is critical for scaling SMB reach efficiently. Web-to-Lead or public users lack the robustness and security of the Self-Care portal.

Reference:

Media Cloud ASM Self-Care Overview

Salesforce Experience Cloud for Media Cloud

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

NEW QUESTION # 12

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

NEW QUESTION # 13

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

Answer: A,B

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 # 14

A company is planning to adopt Media Cloud and has requirements around the relationship between clients and their advertising agencies, where they want to capture the role of each agency so they can identify clearly what is the Agency of Record. They also have requirements to map contacts within the agencies.

How should the Media Cloud data model be used to represent these relationships?

- A. Advertisers should be created as Accounts, and agencies should be represented by a custom field added to the Contact object. Contacts should then be assigned to the Accounts.
- B. Advertisers and agencies should be created as Accounts, with agencies listed as child Accounts to the client Accounts, with Contacts related to those.
- **C. Advertisers and agencies should be created as Accounts and contacts as Contacts, and the Party Model should be adopted to define the relationships between them.**
- D. Advertisers and agencies should be created as Accounts, and a custom lookup field should be created to represent the client/agency relationship. Contacts should be created under the Accounts.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Party Model in Media Cloud is designed to represent complex relationships between entities such as Advertisers and Agencies. Both are Accounts, and relationships between them (including roles like Agency of Record) are defined via the Party Model, which also supports mapping Contacts within those Accounts. This model provides flexibility and best practice for relationship management over custom lookups or hierarchical Account structures.

Reference:

Media Cloud Party Model Architecture Guide

Salesforce Relationship Management in Media Cloud

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

NEW QUESTION # 15

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