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Salesforce Media Cloud Consultant Exam Sample Questions (Q13-Q18):

NEW QUESTION # 13
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. quotes

- B. order
- C. media plan placements
- D. opportunity

Answer: C

Explanation:
When adding a new secondary budget field required for media plan creation, the consultant should add this field to the Media Plan Placements object. This object is specifically designed to store detailed information about each placement within a media plan, making it the appropriate place to store budget-related data. Adding the field here ensures that it aligns with the rest of the media plan details and can be seamlessly integrated into the corresponding OmniScript for data capture and processing.References:https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta/omnistudio/

NEW QUESTION # 14
A b2b advertising publishing company is exploring salesforce to manage its advertising sales business. They require an ad ops persona to be created. Which two managed permission sets should a consultant add to the ad ops persona?

- A. MediaCloudRuntime
- B. OmniStudioUser
- C. OmniStudioAdmin
- D. Media Cloud Base User

Answer: A,D

Explanation:
For creating an Ad Ops persona in a B2B advertising publishing company exploring Salesforce to manage its advertising sales business, the two managed permission sets to add are:
MediaCloudRuntime: This permission set provides the necessary runtime access within Media Cloud, enabling Ad Ops personnel to execute and manage operational tasks related to advertising sales.
Media Cloud Base User: This foundational permission set grants access to basic Media Cloud functionalities, allowing Ad Ops personnel to access and interact with the core features of the Advertising Sales Management application.
These permission sets equip the Ad Ops persona with the appropriate level of access and functionality required to perform their role effectively within the Salesforce Media Cloud environment.
References:
Salesforce Media Cloud documentation: https://www.salesforce.com/products/media-cloud/overview/ Salesforce Permission Set documentation:
https://help.salesforce.com/articleView?id=sf.perm_sets_overview.htm

NEW QUESTION # 15
Amedia publisher is using advertisging sales management to manage their B2B ad sales business. During the creation of a media plan, a consultant wants to see analytical insight using the view insight button on the add and configure placements screen. Which system should the consultant use to achieve this?

- A. tabluea
- B. marketing cloud intelligence
- C. custom ad server
- D. google ad manager

Answer: B

Explanation:
When a consultant wants to see analytical insights during the creation of a media plan in Advertising Sales Management (ASM), using Marketing Cloud Intelligence is the appropriate choice. Marketing Cloud Intelligence (formerly known as Datorama) provides comprehensive analytics and insights capabilities, enabling users to visualize and analyze data effectively. Through its integration with ASM, consultants can leverage these analytical insights to make informed decisions about media placements, optimizing ad sales strategies and improving campaign performance.References:https://www.salesforce.com/products/marketing-cloud/intelligence/

NEW QUESTION # 16

During a google ad manager (GAM) order orchestration, which two steps does a media planner need to complete manually in the GAM server?

- A. check if creatives are loaded in GAM
- B. check availability of inventory in GAM
- C. associate the creatives to a line item in GAM
- D. create order in GAM

Answer: A,C

Explanation:
During a Google Ad Manager (GAM) order orchestration, a media planner needs to complete some steps manually in the GAM server, including associating the creatives to a line item in GAM (A) and checking if creatives are loaded in GAM (D). These manual steps are necessary because they involve specific actions within the GAM interface that require human intervention, such as verifying creative assets and ensuring they are correctly linked to the appropriate ad campaign line items.References:
https://support.google.com/admanager/answer/179039?hl=en
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 17
Which three permission sets should a consultant add for a newly hired Media Planner user?

- A. MediaCloudPlus Runtime
- B. rule engine runtime
- C. media cloud base user
- D. OmniStudio user
- E. MediaClou Runtime

Answer: A,C,D

Explanation:
For a newly hired Media Planner user, the consultant should add the following permission sets:
Media Cloud Base User: This permission set grants access to basic functionalities and features within Media Cloud, enabling the Media Planner to perform essential tasks related to media planning and management.
MediaCloudPlus Runtime: This permission set provides additional runtime permissions for enhanced features and capabilities within Media Cloud, supporting more advanced planning and analysis activities.
OmniStudio User: Given the integration of OmniStudio tools within Media Cloud for designing and automating customer experiences, this permission set enables the Media Planner to utilize these tools effectively in their planning and execution tasks.
These permission sets collectively equip the Media Planner with the necessary access and capabilities to effectively manage and optimize media campaigns within Salesforce Media Cloud.
References:
Salesforce Media Cloud documentation:https://help.salesforce.com/
Salesforce OmniStudio resources:
https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta/omnistudio/

NEW QUESTION # 18
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