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Salesforce Media Cloud Consultant Exam Sample Questions (Q60-Q65):

NEW QUESTION # 60

A media cloud customer has a requirement of showing different fields to different groups of users so that confidentiality of information is maintained. For example, business unit A users cannot view quotes of business unit B and vice versa. However, both business units are supported by a single operations team who need to see both quote types. Managers need to be able to view and edit records of their team members. Which three sharing and visibility settings are relevant for consideration in this scenario?

- A. sharing rules
- B. sharing group
- C. enterprise territory management
- D. organization wide default

- E. field level security

Answer: A,D,E

Explanation:

To ensure confidentiality of information among different groups of users in a Media Cloud customer scenario, where business unit A users cannot view quotes of business unit B and vice versa, the relevant sharing and visibility settings to consider are Organization Wide Defaults, Sharing Rules, and Field Level Security.

Organization Wide Defaults set the baseline level of access, Sharing Rules can extend access based on specific criteria, and Field Level Security controls visibility to specific fields within records, ensuring that information is only accessible to the appropriate users or groups.

References:

Salesforce Security Guide: https://help.salesforce.com/articleView?id=sf.security_data_access.htm Salesforce Field Level Security documentation:

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

NEW QUESTION # 61

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

- A. it is composed exclusively of custom objects
- B. it is composed of custom and standard objects.
- C. it is composed of custom objects with no extensions.
- D. it is composed exclusively of standard objects

Answer: B

Explanation:

The Salesforce Media Cloud data model is characterized by a blend of both custom and standard objects. This hybrid structure allows for the flexibility to tailor the platform to specific industry needs while leveraging the robust foundational features of Salesforce. Standard objects provide core CRM functionalities, such as accounts, contacts, and opportunities, which are essential for managing customer relationships and sales processes. Custom objects are added to support unique business requirements specific to the media and publishing industry, such as managing ad inventories, media plans, and ad sales. This combination ensures that Media Cloud can cater to the complex and specialized needs of media and publishing companies.

References:

Salesforce Media Cloud documentation: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce Standard and Custom Objects documentation:

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

NEW QUESTION # 62

A publishing company is evaluating Salesforce for the below functionalities: a) lead to opportunity b) case management c) a media-specific data model d) OmniStudio capabilities. What is the minimum Salesforce license a consultant should suggest?

- A. media cloud publishing
- B. media cloud basic
- C. media cloud growth
- D. media cloud advanced

Answer: A

Explanation:

For a publishing company requiring functionalities like lead to opportunity, case management, a media-specific data model, and OmniStudio capabilities, the Media Cloud Publishing license is the most suitable. This license package is designed to cater to the unique needs of publishing companies, incorporating core Salesforce features along with media-specific enhancements and the advanced tools provided by OmniStudio for designing customer-centric experiences and workflows. References: <https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 63

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

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

Answer: A

Explanation:

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.

References:

Media Cloud Ad Server Integrations https://help.salesforce.com/s/articleView?id=sf.media_cloud_ad_server_integration.htm&type=5

NEW QUESTION # 64

A consultant is asked to help design a solution which could aid a company is expanding their reach into the small and medium business 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 advertisers/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. build an experience cloud with the customer service template for the advertiser to navigate the product catalog and configure the products in the site
- C. 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.
- D. set up a public user, which anyone can use to create their own media plan, and provide their company information in the record detail

Answer: A

Explanation:

To expand reach into the small and medium business segment and enable self-service for media planning, leveraging the Advertising Sales Management self-care feature through an Experience Cloud portal is the most effective solution. This approach allows approved advertisers or agencies to access a dedicated portal where they can autonomously create, modify, and track their media plans. This self-service capability not only enhances the customer experience by providing direct control over their media planning activities but also alleviates the workload on the sales team, making it easier to scale operations and reach a broader audience.

References:

Salesforce Experience Cloud documentation: <https://www.salesforce.com/products/experience-cloud/overview/>

Salesforce Advertising Sales Management resources: <https://www.salesforce.com/products/media-cloud/solutions/advertising-sales-management/>

NEW QUESTION # 65

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