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## Salesforce Salesforce-Media-Cloud Media Cloud Accredited Professional Exam

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## Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• 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</li><li>• 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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• 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</li><li>• CD environment.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• 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.</li></ul>

## Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q45-Q50):

### NEW QUESTION # 45

During proposal line item creation, a Consultant needs to be able to select a value for a picklist type attribute. Which non-overridable behavior must the Consultant select during the assignment to the parent object type?

- A. Is Not Translatable
- B. Run-time Configurable
- C. Is Not Assetizable
- D. Is Encrypted

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Run-time Configurable behavior allows the picklist values to be determined dynamically during runtime rather than being statically assigned. This is critical in proposal line items to select picklist values that may change or depend on other variables dynamically. The other options either disable functionality (Is Not Assetizable), restrict translations, or encrypt values but do not allow dynamic selection.

Reference:

Salesforce Media Cloud Data Model Guide

Proposal Line Item Configuration Best Practices

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#### NEW QUESTION # 46

Which permission set license should a Consultant consider using when planning to allow for internal users to leverage Sales Management features such as "360° view of the Customer and Sales cycle", "Visualizations of key relationships including Agencies and Contacts," and "Digital contract lifecycle management?"

- A. Subscriber Lifecycle Management PSL
- B. Communications Cloud Digital Experience user PSL
- **C. Advertising Sales Management PSL**
- D. OmniStudio Admin

**Answer: C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Advertising Sales Management Permission Set License (PSL) is designed for internal users who require full access to Media Cloud sales features, including customer views, relationship visualizations, and contract management. OmniStudio Admin and other PSLs focus on different Salesforce clouds or administrative functions.

Reference:

Media Cloud Permission Set Licenses Guide

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_psl.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_psl.htm&type=5)

#### NEW QUESTION # 47

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. The Sales Representatives can sell digital, TV, radio, print, and event ads to their customers in a single media plan.

Which two media types are available for planning out-of-the-box with Media Cloud?

Choose 2 answers

- A. Print
- **B. Digital**
- C. Event
- **D. Linear**

**Answer: B,D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Out-of-the-box Media Cloud supports Linear (TV, radio) and Digital media types for planning. Print and Event media types typically require customization or are handled separately.

Reference:

Media Cloud Media Types

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#### NEW QUESTION # 48

Which set of components are delivered as part of the managed package?

- A. OmniScript Definitions, CPQ APIs, FlexiPages, Custom Labels
- B. FlexiPages, Custom Labels, Data Model, Media Service
- **C. OmniScript Definitions, CPQ APIs, Apex Classes, Lightning Web Components**
- D. FlexiPages, Custom Labels, Vlocity Integration Settings, Custom Layouts

**Answer: C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The managed package includes OmniScript Definitions, CPQ APIs, Apex Classes, and Lightning Web Components as core functional components to deliver Media Cloud features. Other sets list supporting components but not the full package essentials.

Reference:

Media Cloud Package Contents

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_package\\_contents.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_package_contents.htm&type=5)

### NEW QUESTION # 49

An Administrator is mapping a user to Media Cloud personas. In the current role, the user builds media plans from request for proposals (RFPs), reviews past performance to gain insights, and proposes proactive solutions. To which persona should the user be mapped?

- A. Media Planner
- B. Yield Manager
- C. Designer
- D. Ad Ops

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Media Planner persona is responsible for creating media plans based on RFPs, analyzing past campaign data, and proposing strategic media buys. Yield Managers focus more on inventory optimization, Designers on creative development, and Ad Ops on campaign execution.

Reference:

Media Cloud Persona Mapping Guide

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### NEW QUESTION # 50

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