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Salesforce Media Cloud Consultant Exam Sample Questions (Q17-Q22):

NEW QUESTION # 17

Two Salesforce Developers work for a B2B advertising publishing company. Developers A and B have been working in developer orgs with advertising sales management (ASM) and need to migrate the ASM components to the sandbox org of the company. Developer A migrates the ASM components to the sandbox org. Developer B does the same. After that, Developer A realizes that the components on the sandbox org are different from those of the developer org because they were overwritten by the components of the Developer B. There is no way to go back to recapture them. Which tool should a consultant recommend to avoid this outcome?

- A. a version control system
- B. IDX workbench
- C. a messaging program
- D. visual studio code

Answer: A

Explanation:

To prevent the overwriting of components during migrations and ensure consistency across development environments, a consultant should recommend using a Version Control System (B). Version control allows developers to track and manage changes to code, enabling collaboration while preserving the history of modifications. It prevents conflicts like those experienced by Developers A and B by providing mechanisms to merge changes and resolve conflicts systematically. References:

https://developer.salesforce.com/docs/atlas.en-us.sfdx_dev.meta/sfdx_dev/sfdx_dev_intro.htm

https://help.salesforce.com/articleView?id=sf.dx_get_started.htm

NEW QUESTION # 18

A publisher has an existing system to build media plans and integrate with Google Ad Manager to create digital ad campaigns. Which two questions are important to ask to determine if Media Cloud Advertising Sales Management is a good fit to replace the existing system?

- A. what are the dimensions for all digital ad formats for the publisher?
- B. which types of ad products are included in media plans?
- C. which type of marketing automation system is in use?
- D. which ad servers does the system need to connect to for campaign booking?

Answer: B,D

Explanation:

When evaluating the fit of Media Cloud Advertising Sales Management to replace an existing system for building media plans and integrating with Google Ad Manager, it's critical to understand the types of ad products included in media plans and the ad servers required for campaign booking. These questions help ascertain the complexity and diversity of the advertising products managed by the publisher and ensure that Media Cloud can support the necessary integrations and functionalities, such as campaign booking with various ad servers like Google Ad Manager, to meet the publisher's needs. References: <https://www.salesforce.com/products/media-cloud/advertising-sales/>

NEW QUESTION # 19

A consultant is asked to help design a solution which could aid a company in 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. 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.
- 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. 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
- 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: C

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 # 20

A media cloud customer is already running advertising sales management (ASM) on an org and wants to upgrade from an older release. What should a consultant do before migration?

- A. activate custom lightning web components and FlexCards
- B. customize or modify the newer ASM components
- C. take a backup of any newer ASM components
- D. Take a backup of any customized or modified older ASM components

Answer: D

Explanation:

Before migrating or upgrading Advertising Sales Management (ASM) in Salesforce Media Cloud, it's crucial to safeguard existing customizations and modifications. Taking a backup of any older ASM components that have been customized or modified ensures that custom functionalities and integrations are preserved during the upgrade process. This step is essential to avoid data loss and to maintain the integrity of custom workflows, processes, and configurations that have been tailored to the business's unique requirements. References: <https://help.salesforce.com/>

NEW QUESTION # 21

A media cloud consultant is modeling and designing the pricing of the different advertisement types, including Digital, Out-of-home, Print, or Linear Advertising. What are two basic ways that the advertisement could be priced?

- A. periodic charge
- B. one time charge
- C. recurring charge
- D. discount charge

Answer: B,C

Explanation:

When modeling and designing the pricing for different advertisement types (Digital, Out-of-Home, Print, or Linear Advertising), two basic ways that the advertisements could be priced are Recurring Charge and One Time Charge. Recurring charges apply to ongoing campaigns or services, while one-time charges are suited for single advertisements or campaigns with a specific start and end date.

References:

Salesforce CPQ Billing documentation: https://help.salesforce.com/articleView?id=cpq_billing.htm Salesforce Media Cloud

Advertising Sales Management Guide:

<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 22

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