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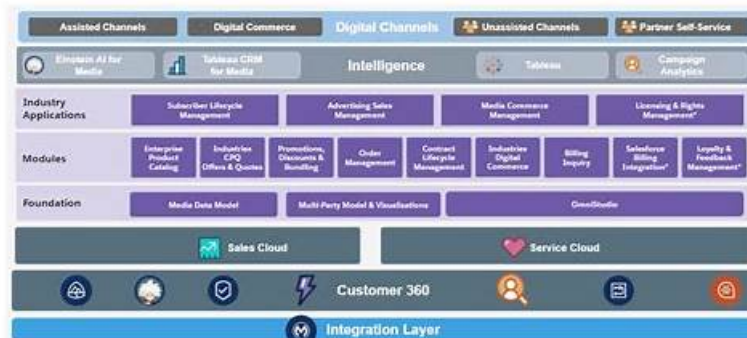
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High Quality Salesforce-Media-Cloud Test Materials - Salesforce Media Cloud Accredited Professional (AP) Exam Qualification Dump

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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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	• 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 (Q39-Q44):

NEW QUESTION # 39
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 Encrypted
- B. Run-time Configurable
- C. Is Not Translatable
- D. Is Not Assetizable

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

NEW QUESTION # 40
A publisher has an existing system to build media plans and integrate with Google Ad Manager (GAM) to create digital ad campaigns.
Which two questions are important to ask to determine if Media Cloud Advertising Sales Management (ASM) is a good fit to replace the existing system?
Choose 2 answers

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

Answer: A,B

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Determining compatibility with existing ad servers and the types of ad products involved is critical when evaluating Media Cloud ASM as a replacement. Knowing ad server integration needs ensures technical fit, while product types determine if ASM supports the business model. Marketing automation systems and ad format dimensions are less critical at this stage.

Reference:
Media Cloud ASM Evaluation Checklist
Salesforce Media Cloud Integration Guidelines
https://help.salesforce.com/s/articleView?id=sf.media_cloud_evaluation.htm&type=5

NEW QUESTION # 41

A publisher needs to check ad server inventory as part of the media plan creation process.
Which ad server is supported by standard Media Cloud Advertising Sales Management (ASM) features?

- A. Google Ad Manager
- B. Openx
- C. Campaign Manager 360
- D. Sizmek

Answer: A

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Google Ad Manager (GAM) is the only ad server with out-of-the-box integration supported in Media Cloud ASM. This enables inventory checks, campaign booking, and reporting directly through Media Cloud interfaces. Other servers require custom integrations.
Reference:
Media Cloud Supported Ad Servers
Google Ad Manager Integration Guide
https://help.salesforce.com/s/articleView?id=sf.media_cloud_gam_integration.htm&type=5

NEW QUESTION # 42

Which out-of-the-box custom object is meant to represent sub-deals with their respective details (amount, date, etc.) to be captured?

- A. QuoteProductRollup
- B. QuoteMember
- C. QuotePricingAdjustment
- D. QuoteGroup

Answer: D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
The QuoteGroup object in Media Cloud ASM is designed to represent sub-deals within a quote, capturing details like amounts and dates for these groupings. It allows segmentation of quotes into logical deal components. The other objects focus on pricing adjustments, membership, or product rollups but do not represent sub-deals.
Reference:
Media Cloud ASM Data Model Guide
https://help.salesforce.com/s/articleView?id=sf.media_cloud_quote_objects.htm&type=5

NEW QUESTION # 43

A publisher is working with Agents, which is Home's agency, to advertise Home's products.
How should a Consultant create and relate these records in Advertising Sales Management (ASM)?

- A. Create a Home Account and create an Agents Account with a Brand Record Type.
- B. Create a Home Account and Agents as a Contact on the Home Account.
- C. Create a Home Account and create an Agents Account with an Agency Record Type.
- D. Create Home and Agents as Accounts without specific Record Types.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:
In Media Cloud ASM, Advertisers and Agencies are modeled as Accounts with different Record Types. The agency should be an Account with the Agency Record Type to reflect its role properly in the hierarchy and relationships. Contacts belong to Accounts but Agencies are best represented as distinct Account records for clarity and reporting. Brand Record Type is typically used for product branding, not agencies.
Reference:
Media Cloud ASM Data Model Guide
Salesforce Account Record Types Best Practices
https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_accounts.htm&type=5

NEW QUESTION # 44

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