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Salesforce Media Cloud Consultant Exam Sample Questions (Q15-Q20):

NEW QUESTION # 15

A company has purchased the media cloud solution and the IT Manager in charge of the deployment wants to understand the structure of all salesforce objects included in the solution. What should a Consultant provide in order to meet this request?

- A. media cloud schema model
- B. media cloud install packages
- C. media cloud object reference
- **D. media cloud data model**

Answer: D

Explanation:

For an IT Manager looking to understand the structure of all Salesforce objects included in the Media Cloud solution, providing the Media Cloud data model is the most appropriate action. The data model will give a comprehensive overview of how the objects are structured and how they relate to each other within the Media Cloud environment. This understanding is crucial for planning integrations, customizations, and for ensuring the solution aligns with the company's business processes. References: <https://help.salesforce.com/>

NEW QUESTION # 16

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. customize or modify the newer ASM components
- B. take a backup of any newer ASM components
- C. activate custom lightning web components and FlexCards
- **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 # 17

Which two objects in the media cloud data model hold specific ad sales information within the advertising sales management application?

- A. adcreative size type
- **B. quote**
- C. contract line item
- **D. media plan placement**

Answer: B,D

Explanation:

Within the Salesforce Media Cloud data model, specifically in the Advertising Sales Management application, certain objects hold vital ad sales information:

Quote: This object is pivotal in capturing proposed pricing and terms for advertising spots. It serves as a formal proposal to potential advertisers, outlining the costs associated with different ad placements within media content.

Media Plan Placement: This object details the specifics of each ad placement within a media plan, including its location, duration, and any other relevant criteria. It is crucial for organizing and managing where and how ads will be displayed in media content.

These objects are integral to managing the ad sales process, from proposing pricing to detailing the specifics of ad placements.

References:

Salesforce Advertising Sales Management documentation:<https://help.salesforce.com/> Salesforce Media Cloud resources:

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

NEW QUESTION # 18

A sales executive creates a quote. When the quote status is changed to client approved, it should automatically be submitted for approval. The approver needs to be a queue instead of an individual salesforce user. How can this be achieved in the system?

- A. invoke approval process created on opportunity linked to the quote and keep queue as approver
- **B. invoke approval process on quote and keep queue as approver**
- C. invoke approval process created on individual quoteLineItem and keep queue as approver
- D. invoke approval process created on a custom object lookup to quote and keep queue as approver

Answer: B

Explanation:

To automatically submit a quote for approval when its status changes to 'Client Approved' and have a queue as the approver, an approval process should be invoked on the Quote object itself. This setup allows for the routing of approvals to a designated queue, enabling a group of users rather than an individual to review and approve the quote. This method is effective for organizations that require collaborative decision-making in the approval process.

References:

Salesforce Approval Process documentation:<https://help.salesforce.com/>

Salesforce Queue Setup Guide: <https://developer.salesforce.com/docs/atlas.en-us.securityImplGuide.meta/securityImplGuide/queues.htm>

NEW QUESTION # 19

A large media company is using Salesforce Industries to model digital advertising products. These products have a common set of characteristics. Which pair of media cloud items would a product manager use to most efficiently create the products for the sales users to sell?

- A. use a product family for those products
- B. use a standalone product and add attributes
- **C. use an object type and assign attributes**
- D. clone an existing ad product and assign attributes

Answer: C

Explanation:

To most efficiently create digital advertising products that share a common set of characteristics, a product manager should use a product family (B). Product families in Salesforce Industries allow for the grouping of related products, enabling the manager to define shared attributes and characteristics at the family level, which then applies to all products within that family. This approach streamlines the creation process and ensures consistency across similar advertising products.

References:

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

https://help.salesforce.com/articleView?id=sfproduct2_family.htm

NEW QUESTION # 20

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