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Salesforce Media Cloud Consultant Exam Sample Questions (Q59-Q64):

NEW QUESTION # 59
A media firm would like to update campaign level details to compare schedule versus actual delivery on a daily basis. Which approach should a consultant take in this scenario?

- A. get the schedule versus actuals using a revenue schedule tool or downstream batch integration
- B. get the schedule versus actuals using downstream real-time integration
- C. Use an offline, static report to get the schedule versus actual details
- D. implement a listener integration to the downstream billing system for real-time schedule versus actual details

Answer: A

Explanation:
For a media firm looking to update campaign-level details to compare scheduled versus actual delivery on a daily basis, utilizing a

revenue schedule tool or implementing a downstream batch integration would be the most efficient approach. This method allows for the aggregation of data at specified intervals, ensuring that the comparison reflects the most accurate and up-to-date information. Batch integration processes can be scheduled to run daily, providing the firm with a consistent and reliable method of tracking performance against expectations.References:https://developer.salesforce.com/

NEW QUESTION # 60

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. 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. 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
- C. set up a public user, which anyone can use to create their own media plan, and provide their company information in the record detail
- D. build an experience cloud with the customer service template for the advertiser to navigate the product catalog and configure the products in the site

Answer: B

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 # 61

Asales executive needs to select product attribute values during proposal line item creation, such as rate type, skippable, etc. , apart from various sObject field values, such as product Name, Ad Space Format, etc. The base price of the line item depends on these values, including product attribute value selection, and itrequires attribute-based pricing enablement. Which pricing interface implementation needs to be activated?

- A. PricingRulesImplementation
- B. DefaultPricingImplementation
- C. PricingPlanService
- D. PricingElementServiceImplementation

Answer: A

Explanation:
For attribute-based pricing enablement, where the base price of a proposal line item depends on various product attribute values and sObject field values, thePricingRulesImplementationinterface needs to be activated. This interface allows for the definition and application of complex pricing rules based on a variety of attributes and conditions, providing the flexibility needed to accurately price products based on specific characteristics and selections.
References:
Salesforce CPQ Developer Guide: https://developer.salesforce.com/docs/atlas.en-us.cpq_dev.meta/cpq_dev/ Salesforce Pricing Implementation documentation:https://help.salesforce.com/

NEW QUESTION # 62

A consultant is working on a new implementation of media cloud for a company and is planning the migration of the data from the legacy solution to media cloud. Which consideration should the consultant take into account for a successful migration?

- A. consultant should identify the relevant legacy objects and use media cloud media data model objects with custom objects if required
- B. consultant should identify the relevant legacy objects and create brand new custom objects for all those legacy objects
- C. consultant should identify the relevant legacy objects and map them exclusively to the sales cloud data model
- D. consultant should exclusively extend the media cloud data model standard object to map the legacy objects

Answer: A

Explanation:
For a successful migration from a legacy solution to Salesforce Media Cloud, it's important to first identify the relevant legacy data objects and then map them to the corresponding objects within the Media Cloud data model. This mapping may involve both standard objects provided by Media Cloud and custom objects that may need to be created to accommodate specific data or functionality not covered by the standard model. This approach ensures a seamless transition of data, preserving its integrity and maintaining continuity of operations. It's also crucial to consider the relationships between objects and any specific business logic that needs to be replicated or adapted in the new environment.
References:
Salesforce Data Migration Guide: https://developer.salesforce.com/docs/atlas.en-us.dat.meta/dat/ Salesforce Media Cloud documentation: https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 63
Due to internal and external security compliance requiments, a customer need to mask a number of custom text fields, besides implementing Field Level Security. These field values have less than 100 characters in length. However, a select group of users are allowed to view these field values as a part of their daily work.
How should a consultant implements this?

- A. implements data classification and masking
- B. implement salesforce shield platform encryption and configure profiles
- C. implements salesforce classic encrypting and permission set
- D. implements field-level security and configure profiles

Answer: B

Explanation:
To mask custom text fields while meeting security compliance requirements and allowing select users to view the field values, a consultant should implement Salesforce ShieldPlatform Encryption (B) and configure profiles accordingly. Shield Platform Encryption provides a higher level of data protection by encrypting sensitive data at rest without compromising application functionality. By configuring profiles, the consultant can specify which users or groups have the permission to view the decrypted field values, ensuring compliance with both internal and external security mandates.References:
https://help.salesforce.com/articleView?id=sf.security_pe_overview.htm
https://help.salesforce.com/articleView?id=sf.pe_profiles_perm_sets.htm

NEW QUESTION # 64
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Chris cofounded the international unconference experience, PodCamp, which Media-Cloud-Consultant teaches media making and its value to people all over the world, James Koh provided fascinating insights on the birth of a corporate web presence.

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