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## Salesforce Media Cloud Consultant Exam Sample Questions (Q87-Q92):

### NEW QUESTION # 87

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

**Answer: C**

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 # 88

A media cloud customer utilizes industries order managements to manage advertising publishing. Order Management orchestrates the fulfillment steps across multiple external system, such as inventory management for reserve/assn ad placement, ad servers, and a billing system for invoicing. Which two guidelines should a consultant follow when desinin an orchestration plan to external systems?

- A. create a master end-to-end plan to sequence the major milestones of all orders
- B. create separate orchestration plan definitions for provisioning , logistics, inventory, and/or billing
- C. fully describe all commercial product entities using product attributes.
- D. use a single swim lane or orchestration plan for all callouts to all external systems

**Answer: A,B**

Explanation:

When designing an orchestration plan for a Media Cloud customer utilizing Industries Order Management to manage advertising publishing, the guidelines to follow include creating separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing, and creating a master end-to-end plan to sequence the major milestones of all orders. This approach ensures that each aspect of the order fulfillment process is meticulously planned and managed, while the master plan provides a comprehensive overview of the order lifecycle, facilitating coordination and efficiency across multiple external systems.

References:

Salesforce Industries Order Management documentation: [https://help.salesforce.com/articleView?id=industries\\_order\\_mgmt\\_overview.htm](https://help.salesforce.com/articleView?id=industries_order_mgmt_overview.htm)

### NEW QUESTION # 89

Which standard media cloud advertising sales management component gathers live and campaign performance data?

- A. salesforce dashboards
- B. CRM analytics
- C. marketing cloud intelligence
- D. tableau

**Answer: C**

Explanation:

The standard Media Cloud Advertising Sales Management component that gathers live and campaign performance data is Marketing Cloud Intelligence. This tool provides advanced analytics capabilities, allowing users to track and analyze the performance of advertising campaigns across various channels and platforms in real-time. Marketing Cloud Intelligence enables data-driven decision-making by offering insights into campaign effectiveness and audience engagement.

References:

Salesforce Marketing Cloud Intelligence documentation: <https://help.salesforce.com/> Salesforce Media Cloud resources: <https://www.salesforce.com/products/media-cloud/overview/>

### NEW QUESTION # 90

Sellers for a major publisher are not entering opportunities until the deal is closed. internal sales teams compete for business with each other, with a few of them using salesforce reports to surface potential clients with ad budgeds by identifying those targeted on an opportunity owned by the competing team. this behavior has driven sales teams to collaborate on external spreadsheets where the competing sellers do not have access to the information. Which two things should a consultant include in the design to remove unwanted sales access, while continuing to support the sales team collaboration?

- A. update field-level security for the amount field and update the opportunity line item related list visibility in the opportunity lightning page to hide the field and related list from the sellers profile
- B. assign opportunity ownership to the system administrator and have a system administrator manually share the opportunity with the correct seller and their team

- C. update opportunity organization wide defaults to private
- D. enable and use opportunity team

**Answer: C,D**

Explanation:

To address the issue of internal competition and lack of collaboration among sales teams, while ensuring secure access to opportunity data, a consultant should consider enabling and using Opportunity Teams (A) and updating Opportunity Organization Wide Defaults (OWD) to Private (D). Opportunity Teams allow for collaborative selling by enabling the owner to share opportunities with a select group of users, enhancing teamwork without compromising data security. Setting OWD for opportunities to Private ensures that only the owner and selected team members have access, preventing unwanted access by competing sales teams.

References:

[https://help.salesforce.com/articleView?id=sf.opportunity\\_team\\_setting\\_up.htm](https://help.salesforce.com/articleView?id=sf.opportunity_team_setting_up.htm)

[https://help.salesforce.com/articleView?id=sf.sharing\\_model\\_fields.htm](https://help.salesforce.com/articleView?id=sf.sharing_model_fields.htm)

## NEW QUESTION # 91

Which two actions take place, when an insertion order is created and submitted in media cloud advertising sales management (ASM)?

- A. a flow is initiated for asset creation and billing
- B. order is submitted to industries order management
- C. order is submitted to B2B commerce Order Management
- D. the orchestration plan is created and can be viewed

**Answer: A,B**

Explanation:

When an insertion order is created and submitted in the Media Cloud Advertising Sales Management (ASM), several key actions take place:

A flow is initiated for asset creation and billing: This step involves initiating processes for creating the necessary ad assets and setting up billing arrangements for the advertiser. It ensures that all creative materials are prepared and billing is set up in accordance with the terms of the insertion order.

Order is submitted to industries order management: This involves integrating the order into Salesforce's broader industries order management system. This step is crucial for ensuring the order is processed and managed efficiently within the larger ecosystem of Salesforce's industry-specific solutions.

These actions are essential for transitioning from the sales phase to the execution phase of ad campaigns within the Salesforce Media Cloud environment.

References:

Salesforce Advertising Sales Management documentation <https://help.salesforce.com/> Salesforce Industries Order Management resources:

<https://www.salesforce.com/products/industries/order-management/>

## NEW QUESTION # 92

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