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Salesforce Media Cloud Consultant Exam Sample Questions (Q57-Q62):

NEW QUESTION # 57

A publishing company has an existing media plan creation process that was setup using OmniStudio a few months ago. A new requirement has come up where the user will be required to enter a new secondary budget field and this field should be stored with the rest of the media plan details. On which object should a consultant add this field so that it is stored with the rest of the media plan and can be added to the appropriate OmniScript?

- A. quotes
- B. opportunity
- C. order
- D. media plan placements

Answer: D

Explanation:

When adding a new secondary budget field required for media plan creation, the consultant should add this field to the Media Plan Placements object. This object is specifically designed to store detailed information about each placement within a media plan, making it the appropriate place to store budget-related data.

Adding the field here ensures that it aligns with the rest of the media plan details and can be seamlessly integrated into the corresponding OmniScript for data capture and processing. References: <https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta/omnistudio/>

NEW QUESTION # 58

A publisher wants to share the omniscrypt with a subset of partners through the experience cloud. An administrator has created a page variation and added the omniscrypt to the page, but the subgroup of partner users are reporting they not seeing any changes in the experience site page. Which three actions should the administrator take to help troubleshoot this issue?

- A. validate that the latest version of the omniscrypt is enabled
- B. validate that the user has the mediacloudCCRuntime permission set license assigned
- C. validate flexcards are being activated with the community page and community default as targets
- D. validate that the page variation is published
- E. validate that the audience for the page variation is correctly defined as assigned

Answer: A,D,E

Explanation:

When partners report not seeing changes in the Experience Cloud site, the administrator should consider several factors to troubleshoot the issue. Firstly, ensure that the page variation containing the OmniScript is published (B). An unpublished page variation will not be visible to users. Secondly, check if the latest version of the OmniScript is enabled (C), as older versions may not reflect recent changes or functionalities. Lastly, verify that the audience for the page variation is correctly defined and assigned (E). The audience settings determine which subset of users can view the page variation. Incorrect audience assignment can lead to visibility issues for intended users. References:

<https://help.salesforce.com/>

https://developer.salesforce.com/docs/atlas.en-us.omniscrypt_best_practices.meta/omniscrypt_best_practice

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

NEW QUESTION # 59

When a media plan is submitted to the ad servers, there is an error related to missing creative or a [...] related to a change in the program schedule. How can this error or notification be made visible on media cloud?

- A. through data present on media cloud'
- B. through real-time integration to ad server
- C. through campaign analytics report
- D. through Einstein for ad server

Answer: B

Explanation:

When a media plan is submitted to the ad servers and there's an error related to missing creative or a notification related to a change in the program schedule, this information can be made visible on Media Cloud through real-time integration to the ad server (B). Real-time integration ensures that any errors or updates from the ad server are immediately reflected in Media Cloud, allowing for prompt action and resolution.

References:

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

<https://help.salesforce.com/>

NEW QUESTION # 60

A consultant needs to see the performance trend of the ad inventory sold in June of the last five years and use this information as input for campaigns next June. Which two optional add-on Salesforce reporting components can be coupled with Media Cloud advertising

sales management to gather, correlate, and present historical ad campaigns data for better decision making at the beginning of the sales cycle?

- A. tableau
- B. CRM analytics
- C. ad manager
- D. marketing cloud intelligence

Answer: A,B

Explanation:

To see the performance trend of ad inventory sold in June over the last five years and use this information for planning campaigns for the next June, a consultant can couple Media Cloud Advertising Sales Management with:

CRM Analytics: This tool provides advanced analytics capabilities within the Salesforce platform, enabling users to gather, analyze, and visualize data for better decision-making.

Tableau: As a powerful data visualization tool, Tableau can be integrated with Salesforce to provide detailed and customizable visualizations of historical ad campaign data, aiding in the analysis and planning process.

These reporting components enable the effective correlation and presentation of historical data, facilitating informed decision-making at the beginning of the sales cycle.

References:

Salesforce CRM Analytics documentation: <https://help.salesforce.com/>

Tableau and Salesforce integration guide:

<https://www.tableau.com/salesforce>

NEW QUESTION # 61

An Ad Ops team needs to ensure an order created by the sales executive is submitted to the downstream ad servers for fulfillment. order items used within these orders are linked to commercial products and this entire order goes through the industries orer management process for fulfillment. How should the ad ops team use the out-of-the-box product with product code: VPL-MEDIA-CLASS in this entiere process?

- A. as parent class of any ommercial product
- B. as corresponding technical product of a commercial product in a decomposition relationship
- C. as root product in a product bundle with child commercial products
- D. as object type of a commercial product

Answer: B

Explanation:

In the context of order fulfillment in Advertising Operations (Ad Ops), the out-of-the-box product with product code: VPL-MEDIA-CLASS should be used as a corresponding technical product of a commercial product in a decomposition relationship (B). This approach allows the commercial products, which represent the client-facing aspects of the advertising products, to be linked to their technical counterparts. These technical products, represented by VPL-MEDIA-CLASS, encapsulate the specific technical requirements and configurations needed for the ad server to fulfill the order. References:

<https://help.salesforce.com/>

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

NEW QUESTION # 62

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