

# Salesforce-Media-Cloud Customizable Exam Mode, Valid Exam Salesforce-Media-Cloud Book



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## Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

| Topic   | Details  |
|---------|--|
| Topic 1 | <ul style="list-style-type: none"> <li>• 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</li> <li>• 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.</li> </ul> |

|         |   |
|---------|---|
| Topic 2 | <ul style="list-style-type: none"> <li>• <b>Design:</b> 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</li> <li>• CD environment.</li> </ul> |
| Topic 3 | <ul style="list-style-type: none"> <li>• <b>Discovery:</b> 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.</li> </ul>   |

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### Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q59-Q64):

#### NEW QUESTION # 59

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business. During the creation of a media plan, a Consultant wants to see analytical insights using the View Insights button on the Add and Configure Placements screen.

Which system should the Consultant use to achieve this?

- A. Custom Ad Server
- B. Google Ad Manager
- **C. Marketing Cloud Intelligence**
- D. Tableau

**Answer: C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence provides advanced analytical insights integrated into Media Cloud ASM, including the View Insights feature in media plan placement. This system offers cross-channel campaign performance data, which cannot be achieved through custom ad servers or GAM alone.

Reference:

Media Cloud ASM Analytics Integration

Marketing Cloud Intelligence Overview

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_mci\\_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci_integration.htm&type=5)

#### 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 (ASM) to gather, correlate, and present historical ad campaigns data for better decision making at the beginning of the sales cycle?  
Choose 2 answers

- A. Marketing Cloud Intelligence
- B. Ad Manager
- C. CRM Analytics
- D. Tableau

**Answer: C,D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau and CRM Analytics are Salesforce add-ons that can integrate with ASM data to provide deep historical analytics and performance trend insights. Marketing Cloud Intelligence focuses on data ingestion and optimization but Tableau and CRM Analytics specialize in flexible visualizations and historical analysis. Ad Manager is an ad server, not a reporting tool.

Reference:

Media Cloud Reporting and Analytics Options

Salesforce Tableau and CRM Analytics Integration

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_reporting\\_options.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_reporting_options.htm&type=5)

#### NEW QUESTION # 61

A System Administrator of an advertising publishing company that uses Advertising Sales Management (ASM) is going through the migration from source org to target org.

During the migration, the System Administrator runs into an error related to permissions and licenses on the target org.

Which two reasons could have caused the error?

Choose 2 answers

- A. The source org does not have the required platform license definitions and add-on licenses.
- B. The target org does not have the necessary integration procedures and Data Raptors.
- C. The target org does not have the required platform license definitions and add-on licenses.
- D. The System Administrator user profile on the target org does not have the required permission set licenses or add-on licenses.

**Answer: C,D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Permission and license errors in migration typically arise because the target org lacks the required platform license definitions or add-on licenses, or because the admin user profile does not have the necessary permission set licenses assigned. The source org licenses don't impact target org migration errors, and missing integration procedures/Data Raptors usually cause functional issues but not license errors.

Reference:

Media Cloud ASM Migration Guide

Salesforce License and Permission Management

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_migration\\_troubleshooting.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_migration_troubleshooting.htm&type=5)

#### NEW QUESTION # 62

During a Google Ad Manager (GAM) order orchestration, which two steps does a Media Planner need to complete manually in the GAM Server?

Choose 2 answers

- A. Associate the creatives to a line item in GAM.
- B. Check if creatives are loaded in GAM.
- C. Check availability of inventory in GAM.
- D. Create order in GAM.

**Answer: A,B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

While many GAM functions can be automated through integrations, loading creatives and associating them to line items often require manual intervention to ensure the correct assets are linked. Inventory availability and order creation are generally handled programmatically or via Media Cloud integration.

Reference:

Media Cloud GAM Integration Workflow

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_gam\\_manual\\_steps.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_gam_manual_steps.htm&type=5)

### NEW QUESTION # 63

Which core Salesforce object represents a media plan in Advertising Sales Management (ASM)?

- A. Quote
- B. Media Plan
- C. Proposal
- D. Opportunity

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Quote object serves as the core representation of a media plan in ASM. Quotes capture the details of proposed ad buys and are central to sales processes. The Media Plan object is more of an extension or custom entity, but Quotes remain the foundational object.

Reference:

Media Cloud ASM Data Model

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_asm\\_quote.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_quote.htm&type=5)

### NEW QUESTION # 64

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