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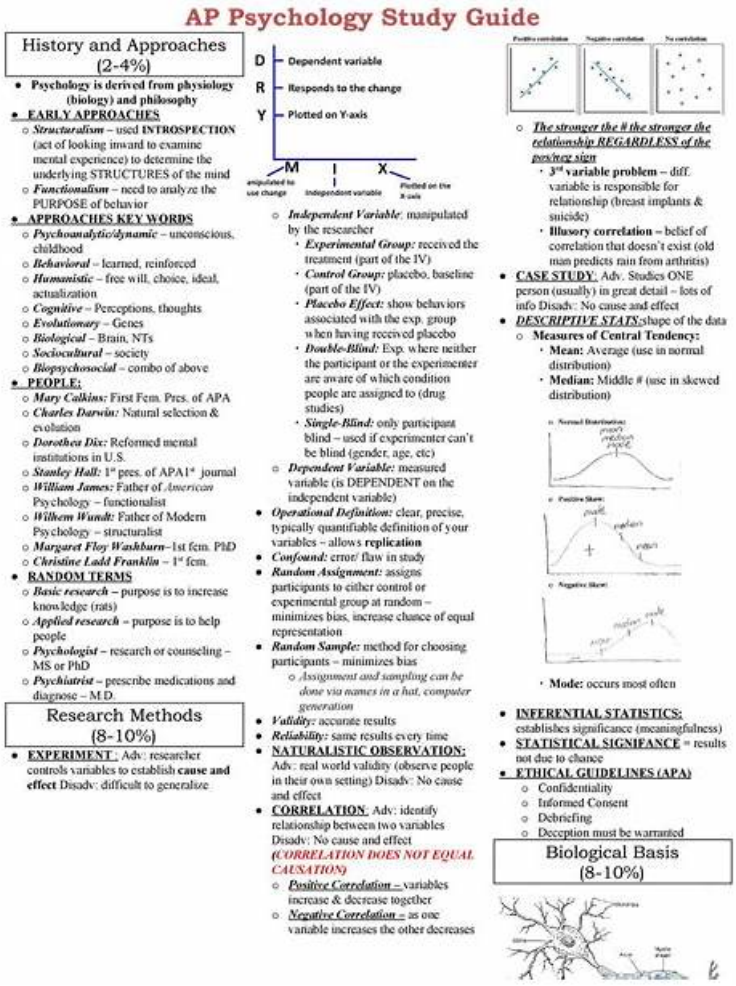

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Salesforce Media Cloud Accredited Professional Sample Questions (Q31-Q36):

NEW QUESTION # 31
A Media Cloud customer utilizes Industries Order Management to manage advertising publishing. Order Management orchestrates the fulfillment steps across multiple external systems, such as inventory management for reserve/assign ad placement, ad servers, and a billing system for invoicing.
Which two guidelines should a Consultant follow when designing an orchestration plan to external systems?
Choose 2 answers

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

Answer: A,D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Designing orchestration plans benefits from creating a master end-to-end plan for sequencing order milestones and breaking orchestration into separate plans per functional area (provisioning, logistics, billing) to manage complexity and integration points. Using a single swim lane or over-describing commercial products is not recommended.
Reference:
Media Cloud Order Management Orchestration
https://help.salesforce.com/s/articleView?id=sf.media_cloud_order_management_orchestration.htm&type=5

NEW QUESTION # 32
A home store wants to advertise their products on a particular TV channel owned by a publishing company.
Which channel should this media plan include?

- A. Out Of Home (OOH)
- B. Digital
- C. Print
- D. Linear

Answer: D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Linear refers to traditional TV broadcasting channels where advertisements run in a scheduled, linear fashion. Since the home store wants to advertise on a TV channel, the media plan should include the Linear channel type. Digital refers to online channels, Print to newspapers/magazines, and OOH to outdoor advertising formats.
Reference:
Media Cloud Channel Definitions
Advertising Sales Management Media Types
https://help.salesforce.com/s/articleView?id=sf.media_cloud_channels.htm&type=5

NEW QUESTION # 33
A company is planning to adopt Media Cloud and has requirements around the relationship between clients and their advertising agencies, where they want to capture the role of each agency so they can identify clearly what is the Agency of Record. They also have requirements to map contacts within the agencies.
How should the Media Cloud data model be used to represent these relationships?

- A. Advertisers and agencies should be created as Accounts and contacts as Contacts, and the Party Model should be adopted to define the relationships between them.
- B. Advertisers should be created as Accounts, and agencies should be represented by a custom field added to the Contact object. Contacts should then be assigned to the Accounts.
- C. Advertisers and agencies should be created as Accounts, with agencies listed as child Accounts to the client Accounts, with Contacts related to those.
- D. Advertisers and agencies should be created as Accounts, and a custom lookup field should be created to represent the client/agency relationship. Contacts should be created under the Accounts.

Answer: A

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
The Party Model in Media Cloud is designed to represent complex relationships between entities such as Advertisers and Agencies. Both are Accounts, and relationships between them (including roles like Agency of Record) are defined via the Party Model, which also supports mapping Contacts within those Accounts. This model provides flexibility and best practice for relationship management over custom lookups or hierarchical Account structures.
Reference:
Media Cloud Party Model Architecture Guide
Salesforce Relationship Management in Media Cloud
https://help.salesforce.com/s/articleView?id=sf.media_cloud_party_model.htm&type=5

NEW QUESTION # 34
Cloud Kicks has been using Media Cloud for the last three months and now wants to send order data over to the Google Ad Management platform.
What does a Consultant need to create in Salesforce to specify the callout URL?

- A. Named Credential
- B. Connected App
- C. Auth. Provider
- D. Custom Metadata

Answer: A

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Named Credentials provide a secure and declarative way to specify callout URLs along with authentication information, simplifying integration with Google Ad Manager. Connected Apps and Auth Providers manage authentication but do not directly specify callout URLs.
Reference:
Salesforce Named Credentials
https://help.salesforce.com/s/articleView?id=sf.named_credentials_overview.htm&type=5

NEW QUESTION # 35
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. Google Ad Manager
- B. Marketing Cloud Intelligence
- C. Tableau
- D. Custom Ad Server

Answer: B

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

NEW QUESTION # 36
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