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Salesforce Media Cloud Accredited Professional Sample Questions (Q54-Q59):

NEW QUESTION # 54

When creating a Digital Ad Sales Media Proposal, which object mapping is used to link one show with multiple ad space formats during the catalog design?

- A. Ad Space Creative Size Type (One-to-Many)
- **B. Ad Space Specification (One-to-Many)**
- C. Ad Space Creative Size Type (One-to-One)
- D. Ad Space Specification (One-to-One)

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Ad Space Specification to Ad Space Creative Size Type uses a one-to-many relationship, allowing one show (Ad Space Specification) to be linked with multiple ad space formats (Creative Size Types) to handle different formats in the catalog.

Reference:

Media Cloud Catalog Design Data Model

https://help.salesforce.com/s/articleView?id=sf.media_cloud_catalog_data_model.htm&type=5

NEW QUESTION # 55

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require Sales Representatives and Media Planners to sell their digital ad products with targeting selections for geo targeting, day/time targeting, content targeting, and user's OS targeting.

Which type of targeting is available with Media Cloud?

- A. User's OS Targeting
- **B. Geo Targeting**
- C. Content Targeting
- D. Day/Time Targeting

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud supports Geo Targeting as part of its standard digital ad targeting capabilities, allowing advertisers to specify geographic locations for their ads. Content Targeting, Day/Time Targeting, and User's OS Targeting are generally managed by the Ad Server or external DSP platforms, not Media Cloud out-of-the-box.

Reference:

Media Cloud Digital Ad Targeting Features

Salesforce Media Cloud Product Guide

https://help.salesforce.com/s/articleView?id=sf.media_cloud_targeting.htm&type=5

NEW QUESTION # 56

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. Order
- B. Quote
- C. Opportunity
- **D. Media Plan Placement**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Media Plan Placement object holds detailed line-item level data related to media plans, including budgets and schedules. Adding the new secondary budget field here allows it to be managed alongside other media plan details and be exposed in OmniScripts that drive the media plan creation process. Opportunity, Order, and Quote objects do not store placement-level budget fields.

Reference:

Media Cloud Data Model Documentation

OmniStudio Media Plan Integration

https://help.salesforce.com/s/articleView?id=sf.media_cloud_omniplan_fields.htm&type=5

NEW QUESTION # 57

Which two features should a Consultant keep in mind when proposing the use of JSON-based mapping over Object-based

mapping for Contract templates?

Choose 2 answers

- A. The data to extract and merge into the template must exist in standard objects.
- **B. The Consultant can use the item section for any type of item list, not only for line items.**
- C. Only Contract, Opportunity, Order, and Quote objects are supported when mapping fields in JSON-based mapping.
- D. Documents cannot display attribute data unless the Custom section in the document template is used.
- **E. JSON-mapping allows for filtering individual line items or repeatable content items to display in a document, but Object-based mapping does not.**

Answer: B,E

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

JSON-based mapping offers greater flexibility, such as allowing the item section to include any list type, not just line items, and supports filtering for repeatable content in documents. Object-based mapping is more rigid and limited to standard object types.

Reference:

Media Cloud Contract Template Mapping

https://help.salesforce.com/s/articleView?id=sf.media_cloud_contract_mapping.htm&type=5

NEW QUESTION # 58

Which permission set license should a Consultant consider using when planning to allow for internal users to leverage Sales Management features such as "360° view of the Customer and Sales cycle", "Visualizations of key relationships including Agencies and Contacts," and "Digital contract lifecycle management?"

- A. Subscriber Lifecycle Management PSL
- B. Communications Cloud Digital Experience user PSL
- **C. Advertising Sales Management PSL**
- D. OmniStudio Admin

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Advertising Sales Management Permission Set License (PSL) is designed for internal users who require full access to Media Cloud sales features, including customer views, relationship visualizations, and contract management. OmniStudio Admin and other PSLs focus on different Salesforce clouds or administrative functions.

Reference:

Media Cloud Permission Set Licenses Guide

https://help.salesforce.com/s/articleView?id=sf.media_cloud_psl.htm&type=5

NEW QUESTION # 59

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