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Salesforce Media Cloud Consultant Exam Sample Questions (Q84-Q89):

NEW QUESTION # 84

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

Answer: A,B,D

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 An unpublished page variation will not be visible to users.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_practices/omniscrypt_manage_versions.htm

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

NEW QUESTION # 85

A company is planning to do an audit and needs a report to determine all the price list changes that have been configured in all streaming packages configured in media cloud. which set of objects should a consultant access to generate such report?

- A. product, price book, price book entry, price list
- B. product, price list entry, pricing element
- C. product, pricing plan, pricing plan step, price list
- D. product, pricing variable, pricing variable binding

Answer: A

Explanation:

To audit and determine all the price list changes configured in all streaming packages in Media Cloud, accessing the Product, Price Book, Price Book Entry, and Price List objects would be necessary. These objects collectively store information about the products (streaming packages), their associated price lists, and any changes made to pricing over time. This structured approach allows for detailed reporting and analysis of pricing adjustments, ensuring transparency and accountability in pricing strategies. References:<https://developer.salesforce.com/>

NEW QUESTION # 86

A customer wants to know which products have low reception with the customers. However, the publisher is having a hard time analyzing the data because opportunities reflect only the sold products, excluding products which were once part of an opportunity but were later dropped. What should a consultant ensure is included in the design so that sellers can store and access different version of the proposed media plan and its line items?

- A. a media plan version field in opportunity line item (OLI)
- B. product schedule functionality
- C. quotes, and 'Sync to opportunity' custom button
- D. product mapping to an active price list

Answer: C

Explanation:

To address the challenge of analyzing products with low reception, where opportunities only reflect sold products and not those dropped from proposals, incorporating quotes and a 'Sync to opportunity' custom button in the design is essential. This setup allows sellers to create multiple quotes representing different versions of the proposed media plan and its line items. Each quote can be synced to the opportunity as it evolves, ensuring that all proposed products, including those later dropped, are tracked and analyzed. This approach provides a comprehensive view of customer reception to all products initially considered, not just the final selections.

References:

Salesforce Quotes documentation: https://help.salesforce.com/articleView?id=quotes_overview.htm
 Salesforce Opportunities and Quotes Guide:

<https://trailhead.salesforce.com/content/learn/modules/opportunity-and-quote-management>

NEW QUESTION # 87

Which sObject defines the resolution of the device used when an ad needs to be displayed as part of digital ad sales?

- A. product
- B. media content title
- C. ad creative size type
- D. media channel

Answer: C

Explanation:

The Ad Creative Size Types Object in Salesforce Media Cloud defines the resolution and dimensions required for ad creatives to be properly displayed across different devices. This object is crucial in digital ad sales as it ensures that ads are appropriately formatted and rendered on various screens, enhancing the viewer's experience and the effectiveness of the advertisement. By specifying the resolution and size of ad creatives, this object helps in maintaining consistency and quality in ad presentations across different media channels.

References:

Salesforce Media Cloud documentation: <https://help.salesforce.com/>

Salesforce Advertising Sales Management resources: <https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 88

A customer has provided the below Ad placement requirements for a vertical banner. size: 120x600, position (left or right), content (animated GIF) which two fields need to be configured in the ad creative size type object to meet the customer's requirements?

- A. height
- B. position
- C. ad placement type
- D. width

Answer: A,D

Explanation:

To meet the customer's requirements for an ad placement of a vertical banner with specific size and content attributes, the fields that need to be configured in the Ad Creative Size Type object are Width and Height. These fields allow for the specification of the banner's dimensions (120x600), which is crucial for ensuring that the ad creative conforms to the required size for effective display. The position (left or right) and content type (animated GIF) would typically be managed within the ad serving platform or specified in additional fields or instructions associated with the ad creative but are not standard fields in the Ad Creative Size Type object.

References:

Salesforce Media Cloud documentation: <https://www.salesforce.com/products/media-cloud/overview/>
 Salesforce Ad Creative Management Guide: Information available in Salesforce Media Cloud resources

NEW QUESTION # 89

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