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Salesforce Media Cloud Consultant Exam Sample Questions (Q67-Q72):

NEW QUESTION # 67
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 System Administrator user profile on the target org does not have the required permission set licenses or add-on licenses.
- C. The target org does not have the necessary integration procedures and Data Raptors.
- D. The target org does not have the required platform license definitions and add-on licenses.

Answer: B,D

Explanation:
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.
References:
Media Cloud ASM Migration Guide
Salesforce License and Permission Managementhttps://help.salesforce.com/s/articleView?id=sf.
media_cloud_migration_troubleshooting.htm&type=5

NEW QUESTION # 68
While integrating the media plan with ad servers some of the integrations need to be configured as synchronous interfaces. Which two options should be configured as bi-directional synchronous interface?

- A. activate campaign in ad server
- B. campaign performance feed to CPQ
- C. check ad inventory in ad server
- D. campaign reporting from ad server

Answer: A,C

Explanation:
In the context of integrating a media plan with ad servers, certain integrations should be configured as bi-directional synchronous interfaces. These include "Activate Campaign in Ad Server" (A) and "Check Ad Inventory in Ad Server" (D). Synchronous interfaces ensure that actions taken in Media Cloud (like activating a campaign) are instantly reflected in the ad server, and checking ad inventory happens in real-time, providing up-to-date availability data.References:
https://help.salesforce.com/
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 69
AB2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require a Sales Representative persona to be created for their users. Which three types of permission sets are required for a persona to be present in an enviroment?

- A. Media Cloud Base User
- B. DocGenIndCmeDesignerUser
- C. OmniStudioAdmin
- D. Rue Engine Runtime
- E. OmniStudioUser

Answer: A,D,E

Explanation:
For creating a Sales Representative persona in a Salesforce environment, particularly for managing advertising sales business, the following three types of permission sets are required:
Media Cloud Base User: This permission set provides foundational access to Media Cloud functionalities necessary for sales representatives.
OmniStudioUser: Grants access to OmniStudio tools, enabling sales representatives to utilize these tools for designing and executing customer engagements.
Rule Engine Runtime: Essential for allowing sales representatives to execute processes and rules defined within the Media Cloud environment, supporting decision-making and sales activities.

These permission sets collectively equip the Sales Representative persona with the necessary access and capabilities to effectively operate within the Media Cloud environment.
References:
Salesforce Permission Sets documentation:https://help.salesforce.com/
Salesforce Media Cloud resources: https://www.salesforce.com/products/media-cloud/overview/ Salesforce OmniStudio documentation:
https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta/omnistudio/

NEW QUESTION # 70

Which industries CPQ API method needs to be called from the integration procedure that returns the pricing information from the out-of-the-box pricing plan?

- A. priceCart
- B. putCartsItems
- C. createCart
- D. postCartsItems

Answer: A

Explanation:
In the context of Industries CPQ (Configure, Price, Quote), the API method that needs to be called from the integration procedure to return pricing information from the out-of-the-box pricing plan ispriceCart. This method is responsible for calculating the prices of items in a cart based on the defined pricing rules and structures within the CPQ system. By invoking this method, the integration procedure can retrieve accurate and up-to-date pricing information for the items selected by the customer.
References:
Salesforce Industries CPQ documentation:https://help.salesforce.com/
Salesforce CPQ API resources:https://developer.salesforce.com/

NEW QUESTION # 71

Amedia firm would like to update campaign level details to compare schedule versus actual delivery on a daily basis. Which approach should a consultant take in this scenario?

- A. get the schedule versus actuals using a revenue schedule tool or downstream batch integration
- B. get the schedule versus actuals using downstream real-time integration
- C. Use an offline, static report to get the schedule versus actual details
- D. implement a listener integration to the downstream billing system for real-time schedule versus actual details

Answer: A

Explanation:
For a media firm looking to update campaign-level details to compare scheduled versus actual delivery on a daily basis, utilizing a revenue schedule tool or implementing a downstream batch integration would be the most efficient approach. This method allows for the aggregation of data at specified intervals, ensuring that the comparison reflects the most accurate and up-to-date information. Batch integration processes can be scheduled to run daily, providing the firm with a consistent and reliable method of tracking performance against expectations.References:https://developer.salesforce.com/

NEW QUESTION # 72

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