

# Up-to-Date Salesforce-Media-Cloud Latest Exam Format to Obtain Salesforce Certification



## Salesforce Salesforce-Media-Cloud Media Cloud Accredited Professional Exam

### Questions & Answers PDF

(Demo Version – Limited Content)

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The web-based Salesforce Media Cloud Accredited Professional (AP) Exam (Salesforce-Media-Cloud) practice test software can be used through browsers like Firefox, Safari, and Google Chrome. The customers don't need to download or install any excessive plugins or software in order to use the web-based Salesforce Media Cloud Accredited Professional (AP) Exam (Salesforce-Media-Cloud) practice exam format. The web-based Salesforce Media Cloud Accredited Professional (AP) Exam (Salesforce-Media-Cloud) practice test software format is supported by different operating systems like Mac, iOS, Linux, Windows, and Android.

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

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>Design: 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 2	<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 3	<ul style="list-style-type: none"> <li>• Discovery: 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 (Q26-Q31):**

#### **NEW QUESTION # 26**

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

**Answer: D**

#### **NEW QUESTION # 27**

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

**Answer: B,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](https://help.salesforce.com/s/articleView?id=sf.media_cloud_order_management_orchestration.htm&type=5)

### NEW QUESTION # 28

A customer is using Media Cloud and they need to report on how well a digital advertising campaign is performing. The company is using Google Ad Manager (GAM) as one of their primary data sources.

Which product should a Consultant implement to analyze campaign performance?

- A. CRM Analytics
- B. Standard Salesforce Reporting and Dashboards
- C. Custom Reporting Solution
- D. **Marketing Cloud Intelligence**

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence provides advanced analytics capabilities by integrating data from Media Cloud and GAM to deliver comprehensive campaign performance analysis beyond standard reports or custom solutions.

Reference:

Marketing Cloud Intelligence Overview

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

### NEW QUESTION # 29

A customer, who is already using the Media Cloud Advertising Sales Management (ASM) application, needs the ability to create and edit templates, while also being able to generate documents.

Which two managed permission sets are required for this?

Choose 2 answers

- A. **MediaCloudPlus Runtime**
- B. DocGenInd CME Digital Experience User
- C. **DocGenInd CME Designer User**
- D. DocGenInd CME Runtime User

**Answer: A,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To create and edit document templates in ASM, users need design permissions as provided by the DocGenInd CME Designer User permission set. For generating documents, runtime permissions like MediaCloudPlus Runtime are required. The CME Digital Experience User is typically for external users in Experience Cloud, while the Runtime User allows template execution but not creation.

Reference:

Salesforce Media Cloud Document Generation

DocGenInd Permission Sets Overview

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_docgen\\_permission\\_sets.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_docgen_permission_sets.htm&type=5)

### NEW QUESTION # 30

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

**Answer: D,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](https://help.salesforce.com/s/articleView?id=sf.media_cloud_contract_mapping.htm&type=5)

## NEW QUESTION # 31

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