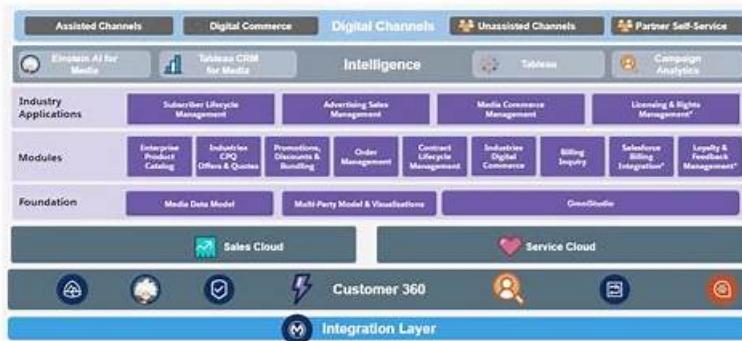


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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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 CICD environment.
Topic 2	<ul style="list-style-type: none">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 CICD 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.
Topic 3	<ul style="list-style-type: none">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.

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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q48-Q53):

NEW QUESTION # 48

A Consultant needs to see the performance trend of the ad inventory sold in June of the last five years and use this information as input for campaigns next June.

Which two optional add-on Salesforce reporting components can be coupled with Media Cloud Advertising Sales Management (ASM) to gather, correlate, and present historical ad campaigns data for better decision making at the beginning of the sales cycle? Choose 2 answers

- A. Tableau
- B. Marketing Cloud Intelligence
- C. CRM Analytics
- D. Ad Manager

Answer: A,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau and CRM Analytics are Salesforce add-ons that can integrate with ASM data to provide deep historical analytics and performance trend insights. Marketing Cloud Intelligence focuses on data ingestion and optimization but Tableau and CRM Analytics specialize in flexible visualizations and historical analysis. Ad Manager is an ad server, not a reporting tool.

Reference:

Media Cloud Reporting and Analytics Options

Salesforce Tableau and CRM Analytics Integration

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

NEW QUESTION # 49

In Advertising Sales Management (ASM), what is the correct order of execution of the pre-built Industries Order Management orchestration plan components?

- A. Create line items, create order, add creative, approve order, activate order
- B. Create order, create line items, approve order, activate order, add creative
- C. Create order, create line items, add creative, approve order, activate order
- D. Create line items, create order, approve order, activate order, add creative

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The orchestration plan in ASM follows a logical sequence starting with creating the order, then creating associated line items, followed by approval, activation, and finally adding creative assets. This order ensures proper status transitions and fulfillment processes.

Reference:

Media Cloud Industries Order Management Documentation

Salesforce ASM Orchestration Plans

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

NEW QUESTION # 50

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business and has decided to use Google Ad Manager (GAM).

Which two actions should a Consultant perform before testing the GAM integration?

Choose 2 answers

- A. Create a new Auth. Provider that specifies the Consumer Key and Consumer Secret from GAM.
- B. Add the GAM URL as a new CSP Trusted Site.
- C. Create a new Named Credential to store the GAM endpoint.
- D. Add the GAM endpoint in the OmniStudio Integration Procedure.

Answer: C,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Before testing GAM integration, it is necessary to configure secure and proper connectivity. Creating a Named Credential in Salesforce secures the endpoint URL along with authentication details, which simplifies callouts. Adding the GAM endpoint to the OmniStudio Integration Procedure ensures that the system can route requests correctly. The Auth Provider creation is a valid step but not always required if Named Credentials handle authentication. Adding the GAM URL to the Content Security Policy (CSP) Trusted Sites ensures browser security for client-side interactions but is a secondary step.

Reference:

Media Cloud ASM Integration with GAM

Salesforce OmniStudio Integration Procedures Guide

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

NEW QUESTION # 51

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

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The priceCart API method is used to calculate and return pricing information for items in a cart based on the pricing plans configured in Industries CPQ. Other methods relate to creating or updating cart items but not to pricing retrieval.

Reference:

Industries CPQ API Documentation

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

NEW QUESTION # 52

A customer has a requirement to allow the Operations team to edit Quote records in order to perform 'Create and Submit Order' action only when the corresponding opportunity has reached a specific status called 'Closed Won'. Sales users will remain as the record owners of Quotes and Orders for reporting purposes. The organization wide default setting for Quote and Order object is private.

How should a Consultant solve this requirement with minimal customization?

- A. Configure role hierarchy, such that the Operations team is higher than the Sales users in the same hierarchy group.
- B. Sales users will use manual sharing in order to share order records once Opportunity status is 'Closed Won'.
- C. Configure a criteria-based sharing rule to share order records once Opportunity status is 'Closed Won'.
- D. Share order records programmatically using Apex whenever Opportunity status is 'Closed Won'.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Since the OWD for Quote and Order is private, sharing must be explicitly granted for the Operations team to edit records when Opportunity status is 'Closed Won'. Criteria-based sharing rules are the preferred low-maintenance Salesforce declarative approach

for this scenario, sharing records based on field values without custom code. Manual sharing is less scalable, role hierarchy changes may affect ownership and reporting, and Apex sharing is a heavier customization.

Reference:

Salesforce Sharing Rules Documentation

Media Cloud ASM Security and Sharing Best Practices

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

NEW QUESTION # 53

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