

Media-Cloud-Consultant Reliable Dump | Advanced Media-Cloud-Consultant Testing Engine





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Salesforce Media Cloud Consultant Exam Sample Questions (Q26-Q31):

NEW QUESTION # 26

A publisher wants to create a media plan that includes linear ads for a specific TV program. Which object should a consultant use to define this TV program in media cloud?

- A. ad creative
- **B. ad space specification**
- C. media channel
- D. media plan placements

Answer: B

Explanation:

When creating a media plan that includes linear ads for a specific TV program in Media Cloud, the consultant should use the Ad Space Specification object to define the TV program. This object allows for the detailed characterization of the ad spaces available for advertising, including specific programs, ensuring that the media plan accurately reflects the intended placements and associated specifications. It provides a structured way to capture the unique attributes of each ad space, such as a TV program, within the media planning process. References: <https://help.salesforce.com/>

NEW QUESTION # 27

A large media company is using Salesforce Industries to model digital advertising products. These products have a common set of characteristics. Which pair of media cloud items would a product manager use to most efficiently create the products for the sales users to sell?

- A. use a standalone product and add attributes

- B. use an object type and assign attributes
- C. clone an existing ad product and assign attributes
- D. use a product family for those products

Answer: B

Explanation:

To most efficiently create digital advertising products that share a common set of characteristics, a product manager should use a product family (B). Product families in Salesforce Industries allow for the grouping of related products, enabling the manager to define shared attributes and characteristics at the family level, which then applies to all products within that family. This approach streamlines the creation process and ensures consistency across similar advertising products. References:

<https://www.salesforce.com/products/media-cloud/overview/>

https://help.salesforce.com/articleView?id=sf.product2_family.htm

NEW QUESTION # 28

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

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

Answer: A

Explanation:

The Ad Creative Size TypesObject 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 # 29

A media publisher is using advertising sales management to manage their B2B ad sales business. During the creation of a media plan, a consultant wants to see analytical insight using the view insight button on the add and configure placements screen. Which system should the consultant use to achieve this?

- A. custom ad server
- B. google ad manager
- C. marketing cloud intelligence
- D. tableau

Answer: C

Explanation:

When a consultant wants to see analytical insights during the creation of a media plan in Advertising Sales Management (ASM), using Marketing Cloud Intelligence is the appropriate choice. Marketing Cloud Intelligence (formerly known as Datorama) provides comprehensive analytics and insights capabilities, enabling users to visualize and analyze data effectively. Through its integration with ASM, consultants can leverage these analytical insights to make informed decisions about media placements, optimizing ad sales strategies and improving campaign performance. References: <https://www.salesforce.com/products/marketing-cloud/intelligence/>

NEW QUESTION # 30

A sales executive needs to select product attribute values during proposal line item creation, such as rate type, skippable, etc., apart from various sObject field values, such as product Name, Ad Space Format, etc. The base price of the line item depends on these values, including product attribute value selection, and it requires attribute-based pricing enablement. Which pricing interface

implementation needs to be activated?

- A. PricingPlanService
- B. PricingElementServiceImplementation
- C. **PricingRulesImplementation**
- D. DefaultPricingImplementation

Answer: C

Explanation:

For attribute-based pricing enablement, where the base price of a proposal line item depends on various product attribute values and sObject field values, thePricingRulesImplementationinterface needs to be activated. This interface allows for the definition and application of complex pricing rules based on a variety of attributes and conditions, providing the flexibility needed to accurately price products based on specific characteristics and selections.

References:

Salesforce CPQ Developer Guide: https://developer.salesforce.com/docs/atlas.en-us.cpq_dev.meta/cpq_dev/ Salesforce Pricing Implementation documentation: <https://help.salesforce.com/>

NEW QUESTION # 31

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