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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<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.
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">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.

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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q28-Q33):

NEW QUESTION # 28

An Ad Ops team needs to ensure an order created by the Sales Executive is submitted to the downstream ad servers for fulfillment. Order items used within these orders are linked to commercial products and this entire order goes through the Industries Order Management process for fulfillment.

How should the Ad Ops team use the out-of-the-box product with product code: VPL-MEDIA-CLASS in this entire process?

- A. As Parent class of any commercial product
- B. As Object type of a commercial product
- C. As corresponding technical product of a commercial product in a decomposition relationship
- D. As Root product in a product bundle with child commercial products

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The product with code VPL-MEDIA-CLASS represents a technical product that corresponds to commercial products in a decomposition relationship. This enables the Order Management process to handle fulfillment through its association with commercial products.

Reference:

Media Cloud Product Hierarchies

Salesforce Industries Order Management

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

NEW QUESTION # 29

Which two actions take place, when an insertion order is created and submitted in Media Cloud Advertising Sales Management (ASM)?

Choose 2 answers

- A. Order is submitted to Industries Order Management
- B. The orchestration plan is created and can be viewed
- C. Order flow is initiated for asset creation and billing
- D. Order is submitted to B2B Commerce Order Management

Answer: A,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Upon insertion order submission, Media Cloud triggers an order flow that initiates asset creation and billing processes. Additionally, the order is handed over to Industries Order Management for orchestration across external systems such as ad servers and billing platforms. B2B Commerce is not involved in ad order fulfillment.

Reference:

Media Cloud Order Management Process

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

NEW QUESTION # 30

A client is looking to adopt a new CRM solution to sell advertising products, starting with their Digital Content line of business. They sell standard digital ad products (digital banners, video inserts).

Using Media Cloud Advertising Sales Management (ASM), what is the most efficient approach for modeling these products?

- A. Create the required characteristics of the products in the Product object and configure the required products using the Product page layout.
- B. Configure an OmniScript that will retrieve the products from Google Ad Manager and will be used in sales processes.
- **C. Configure a product using Product Designer and associate the product to an Ad Space Specification.**
- D. Create a new Salesforce object for the Digital Ad Products specifications, link that object to the Product2 object, and configure the required products using the Product page layout.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Product Designer in Media Cloud allows modeling complex advertising products efficiently by associating them with Ad Space Specifications, ensuring correct mapping to ad inventory. This approach streamlines product configuration for sales users. Creating custom objects or relying solely on Product page layouts is less efficient and lacks native support for media-specific attributes.

Reference:

Media Cloud Product Designer Guide

Advertising Product Modeling Best Practices

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

NEW QUESTION # 31

A CTO of a B2B advertising publishing company asked an Administrator who worked on making the Media Cloud application live, for their help in monitoring the real-time information on system performance and security.

Where can the Administrator find this information?

- **A. trust.salesforce.com**
- B. system.salesforce.com
- C. monitor.salesforce.com
- D. media.salesforce.com

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

trust.salesforce.com is the official Salesforce Trust site that provides real-time information on system status, performance, security incidents, and maintenance notifications. Administrators use this site to monitor org health and planned outages. Other options either do not exist or are not official Salesforce system status portals.

Reference:

Salesforce Trust Site

<https://trust.salesforce.com/en/>

NEW QUESTION # 32

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

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Media Plan Placement object holds detailed line-item level data related to media plans, including budgets and schedules. Adding the new secondary budget field here allows it to be managed alongside other media plan details and be exposed in OmniScripts that drive the media plan creation process. Opportunity, Order, and Quote objects do not store placement-level budget fields.

Reference:

Media Cloud Data Model Documentation

OmniStudio Media Plan Integration

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

NEW QUESTION # 33

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