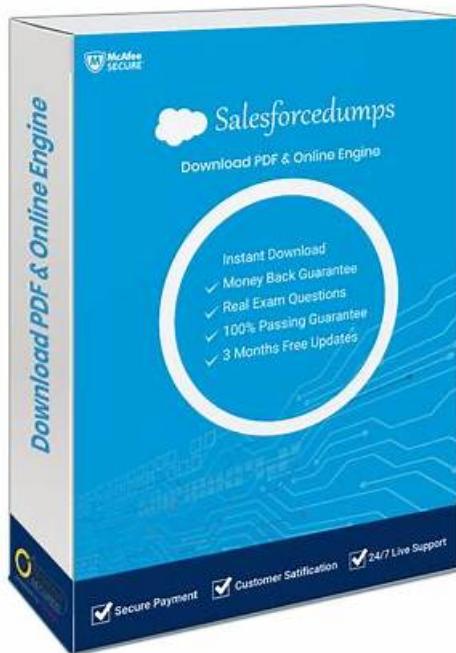


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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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.

Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q16-Q21):

NEW QUESTION # 16

Which three types of permission sets are required for a persona to be present in an environment?

Choose 3 answers

- A. OmniStudioAdmin
- B. Media Cloud Base User
- C. Rule Engine Runtime
- D. DocGenInd CME Designer User
- E. OmniStudioUser

Answer: B,C,E

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Personas in Media Cloud require OmniStudioUser for OmniStudio access, Rule Engine Runtime for business rules, and Media Cloud Base User for base feature access. OmniStudioAdmin is an administrative-level permission, and DocGenInd CME Designer User is specific to document template design, not core persona presence.

Reference:

Media Cloud Persona Setup

Permission Sets Overview

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

NEW QUESTION # 17

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

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

NEW QUESTION # 18

A customer has the necessary licenses and dependent packages installed and would like to install the Advertising Sales Management (ASM) package.

Which step needs to be taken in order to do this?

- A. **Install by using a release package installation link from Salesforce Industries success community, selecting the industries applications package that is generally available (GA) for the target sandbox.**
- B. Go to the Vlocity CMT administration tab in the production org, search for the ASM app, and select enable. Then refresh the target sandbox.
- C. Find the installed package of Salesforce Industries Communications, Media, and Energy managed package in the setup of the sandbox instance and enable ASM.
- D. Request a trial org of the ASM package in the Salesforce Industries Media and Entertainment Process Library. Use the trial org requested as the source org for the target sandbox.

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The official way to install ASM is via the release package installation link provided in the Salesforce Industries Success Community. This ensures installing the latest GA version for the target sandbox. Other options refer to trial orgs or enabling existing packages but do not follow the official installation path.

Reference:

Media Cloud ASM Installation Guide

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

NEW QUESTION # 19

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require Sales Representatives and Media Planners to sell their digital ad products with targeting selections for geo targeting, day/time targeting, content targeting, and user's OS targeting.

Which type of targeting is available with Media Cloud?

- A. Content Targeting

- B. User's OS Targeting
- **C. Geo Targeting**
- D. Day/Time Targeting

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud supports Geo Targeting as part of its standard digital ad targeting capabilities, allowing advertisers to specify geographic locations for their ads. Content Targeting, Day/Time Targeting, and User's OS Targeting are generally managed by the Ad Server or external DSP platforms, not Media Cloud out-of-the-box.

Reference:

Media Cloud Digital Ad Targeting Features

Salesforce Media Cloud Product Guide

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

NEW QUESTION # 20

Which three permission sets should a Consultant add for a newly hired Media Planner user?

Choose 3 answers

- **A. Media Cloud Base User**
- B. MediaCloud Runtime
- **C. MediaCloudPlus Runtime**
- D. Rule Engine Runtime
- **E. OmniStudioUser**

Answer: A,C,E

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

A Media Planner requires permission sets for OmniStudioUser to work with OmniStudio tools, MediaCloudPlus Runtime for ASM features, and Media Cloud Base User to access basic Media Cloud data and features. Rule Engine Runtime and MediaCloud Runtime are more specialized and not strictly required for planners.

Reference:

Media Cloud User Setup Guide

Salesforce Permission Sets for ASM

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

NEW QUESTION # 21

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