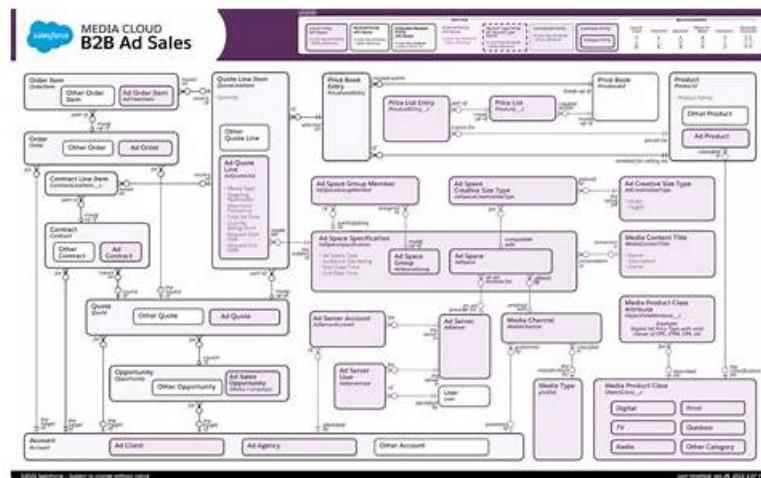


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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q12-Q17):

NEW QUESTION # 12

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

- D. Order is submitted to Industries Order Management

Answer: B,D

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 # 13

Which two objects should a Consultant ensure the user has write access to, for the Seller to create media plans for Digital products using the Advertising Sales Management (ASM) Create Media Plan OmniScript?

Choose 2 answers

- A. Quotes
- B. Media Content Title
- C. Ad Quote Line
- D. Order

Answer: A,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To create digital media plans via ASM OmniScript, users require write access to Quote and Ad Quote Line objects because these store the media plan and its line items. Order and Media Content Title are not directly involved in the creation step.

Reference:

Media Cloud ASM OmniScript Setup

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

NEW QUESTION # 14

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

Answer: D

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 # 15

A home store wants to advertise their products on a particular TV channel owned by a publishing company.

Which channel should this media plan include?

- A. Print
- B. Out Of Home (OOH)
- C. Digital
- D. **Linear**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Linear refers to traditional TV broadcasting channels where advertisements run in a scheduled, linear fashion. Since the home store wants to advertise on a TV channel, the media plan should include the Linear channel type. Digital refers to online channels, Print to newspapers/magazines, and OOH to outdoor advertising formats.

Reference:

Media Cloud Channel Definitions

Advertising Sales Management Media Types

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

NEW QUESTION # 16

What are two roles of Marketing Cloud Intelligence in Media Cloud?

Choose 2 answers

- A. Campaign reporting using Media Cloud and Ad Server data
- B. Campaign performance using Media Cloud and Ad Server data
- C. Acts as a data lake for customer data insights
- D. Acts as a customer data platform

Answer: A,B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence functions to provide campaign reporting and performance analytics by combining Media Cloud and Ad Server data. It is not a customer data platform or a generic data lake, but a specialized marketing analytics solution.

Reference:

Marketing Cloud Intelligence Roles

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

NEW QUESTION # 17

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