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Salesforce Media Cloud Accredited Professional Sample Questions (Q57-Q62):

NEW QUESTION # 57
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 a Product Family for those products.
- C. Clone an existing ad product and assign Attributes.
- D. Use an Object Type and assign Attributes.

Answer: D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Using Object Types with Attributes allows Product Managers to efficiently define product classes with shared characteristics. This modular approach is more scalable and manageable than cloning standalone products or relying solely on product families.
Reference:
Media Cloud Product Modeling
https://help.salesforce.com/s/articleView?id=sf.media_cloud_product_modeling.htm&type=5

NEW QUESTION # 58
A customer needs to implement an automated Continuous Integration and Continuous Development (CI/CD) workflow where developers will work on their own Developer orgs to configure different OmniScripts. The developers then need to migrate the changes they have done to a sandbox that will be used for testing before promoting changes to Production.
Which tool should developers use to automate the migration of OmniStudio DataPacks and Salesforce metadata within the Media Cloud orgs?

- A. Backup and Restore Automation
- B. IDX Workbench
- C. Data Loader
- D. IDX Build Tool

Answer: D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
IDX Build Tool is the recommended tool for automating migration and deployment of OmniStudio DataPacks and metadata between Salesforce orgs, supporting CI/CD workflows. IDX Workbench is more manual, and Backup and Restore Automation and Data Loader do not support OmniStudio DataPacks.
Reference:
Salesforce IDX Build Tool Documentation
Media Cloud Deployment Automation
https://help.salesforce.com/s/articleView?id=sf.media_cloud_idx_build_tool.htm&type=5

NEW QUESTION # 59
Which set of components are delivered as part of the managed package?

- A. OmniScript Definitions, CPQ APIs, Apex Classes, Lightning Web Components
- B. OmniScript Definitions, CPQ APIs, FlexiPages, Custom Labels
- C. FlexiPages, Custom Labels, Data Model, Media Service
- D. FlexiPages, Custom Labels, Vlocity Integration Settings, Custom Layouts

Answer: A

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
The managed package includes OmniScript Definitions, CPQ APIs, Apex Classes, and Lightning Web Components as core functional components to deliver Media Cloud features. Other sets list supporting components but not the full package essentials.
Reference:
Media Cloud Package Contents
https://help.salesforce.com/s/articleView?id=sf.media_cloud_package_contents.htm&type=5

NEW QUESTION # 60

An Administrator is mapping a user to Media Cloud personas. In the current role, the user builds media plans from request for proposals (RFPs), reviews past performance to gain insights, and proposes proactive solutions.

To which persona should the user be mapped?

- A. Ad Ops
- B. Media Planner
- C. Designer
- D. Yield Manager

Answer: B

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
The Media Planner persona is responsible for creating media plans based on RFPs, analyzing past campaign data, and proposing strategic media buys. Yield Managers focus more on inventory optimization, Designers on creative development, and Ad Ops on campaign execution.
Reference:
Media Cloud Persona Mapping Guide
https://help.salesforce.com/s/articleView?id=sf.media_cloud_personas.htm&type=5

NEW QUESTION # 61

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business and Google Ad Manager (GAM). They want to have a complete view of their media plans using dashboards.

Which system integration provides built-in dashboards to integrate with the ASM application?

- A. Google Data Studio
- B. CRM Analytics
- C. Tableau
- D. Marketing Cloud Intelligence

Answer: D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Marketing Cloud Intelligence (formerly Datorama) provides built-in dashboards designed for Media Cloud ASM, offering cross-channel campaign performance visibility. While Tableau and CRM Analytics offer reporting, MCI is the Salesforce-native integrated solution specifically targeting media plans and ad campaigns in ASM. Google Data Studio is a separate Google product not embedded in Salesforce.
Reference:
Media Cloud ASM Analytics Integration
Marketing Cloud Intelligence Overview
https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci_dashboards.htm&type=5

NEW QUESTION # 62

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