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Salesforce Media Cloud Consultant Exam Sample Questions (Q55-Q60):

NEW QUESTION # 55
A b2b advertising publishing company is exploring salesforce to manage its advertising sales business. They require an ad ops persona to be created. Which two managed permission sets should a consultant add to the ad ops persona?

- A. MediaCloudRuntime
- B. Media Cloud Base User
- C. OmniStudioUser

- D. OmniStudioAdmin

Answer: A,B

Explanation:
For creating an Ad Ops persona in a B2B advertising publishing company exploring Salesforce to manage its advertising sales business, the two managed permission sets to add are:
MediaCloudRuntime: This permission set provides the necessary runtime access within Media Cloud, enabling Ad Ops personnel to execute and manage operational tasks related to advertising sales.
Media Cloud Base User: This foundational permission set grants access to basic Media Cloud functionalities, allowing Ad Ops personnel to access and interact with the core features of the Advertising Sales Management application.
These permission sets equip the Ad Ops persona with the appropriate level of access and functionality required to perform their role effectively within the Salesforce Media Cloud environment.
References:
Salesforce Media Cloud documentation: https://www.salesforce.com/products/media-cloud/overview/ Salesforce Permission Set documentation: https://help.salesforce.com/articleView?id=sf.perm_sets_overview.
htm

NEW QUESTION # 56
When using advertising sales managment (ASM), what are the two reccomended ways to integrate with google ad manage (GAM) to retrieve information, such as inventory managment, or to publish a campaign to GAM?

- A. dataRaptors on Interface Tables
- B. Pre-Built orchestration plan
- C. apex callable interfaces
- D. check availability integration procedure

Answer: B,D

Explanation:
When integrating Advertising Sales Management (ASM) with Google Ad Manager (GAM), two recommended ways include using the Check Availability Integration Procedure (A) and Pre-Built Orchestration Plan (D). The Check Availability Integration ensures real-time verification of ad inventory against the planned campaigns, preventing overbooking and optimizing ad space utilization. The Pre-Built Orchestration Plan provides a structured workflow for integrating with GAM, facilitating seamless campaign publishing and data synchronization between Salesforce and GAM.References:
https://help.salesforce.com/
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 57
A publisher has an existing system to build media plans and integrate with google ad manager to create digital ad campaigns. Which two questions are important to ask to determine if media cloud advertising sales management is a good fit to replace the existing system?

- A. which ad servers does the system need to connect to forcampaign booking?
- B. what are the dimensions for all digital ad formats for the publisher?
- C. which type of marketing automation system is in use?
- D. which types of ad products are included in media plans?

Answer: A,D

Explanation:
When evaluating the fit of Media Cloud Advertising Sales Management to replace an existing system for building media plans and integrating with Google Ad Manager, it's critical to understand the types of ad products included in media plans and the ad servers required for campaign booking. These questions help ascertain the complexity and diversity of the advertising products managed by the publisher and ensure that Media Cloud can support the necessary integrations and functionalities, such as campaign booking with various ad servers like Google Ad Manager, to meet the publisher's needs.References:https://www.salesforce.com/products/media-cloud/advertising-sales/

NEW QUESTION # 58

A digital publisher wants to integrate its google ad manager (GAM) server with advertising sales management (ASM). Which set of object need to be populated in this scenario?

- A. adserver,ad server application, and ad server advertiser
- B. ad server, ad server application, and ad server user
- C. ad server, ad server account, and ad server user
- D. adserver,ad server account, and ad server advertiser

Answer: B

Explanation:
When integrating Google Ad Manager (GAM) server with Advertising Sales Management (ASM), the set of objects that need to be populated includes the Ad Server, Ad Server Application, and Ad Server User (A). This combination ensures that the GAM server isproperly linked with ASM, allowing for the synchronization of ad server configurations, user permissions, and application-specific settings, facilitating seamless integration and management of advertising operations.References:
https://help.salesforce.com/
https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/sforce_api_objects_list.htm

NEW QUESTION # 59

When creating a digital ad sales media proposal, which object mapping is used to link one show with multiple ad space formats during the catalog design?

- A. ad space specification (one-to-one)
- B. ad space creative size type (one-to-many)
- C. ad space creative size type (one-to-one)
- D. ad space specification (One-to-many)

Answer: D

Explanation:
When creating a digital ad sales media proposal and linking one show with multiple ad space formats during catalog design, the object mapping used is Ad Space Specification (One-to-many) (D). This mapping allows for a single show or content piece to be associated with multiple ad space formats, such as banners, videos, or pop-ups, enabling advertisers to select from a variety of formats that best suit their campaign goals and audience engagement strategies.References:
https://help.salesforce.com/
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 60

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