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Salesforce Media Cloud Consultant Exam Sample Questions (Q79-Q84):

NEW QUESTION # 79

A broadcaster, who has implemented media cloud, wants to have a comparative view of planned versus actual revenue based on actual impressions. In which two ways can a consultant obtain both planned and actual revenue amounts?

- A. planned revenue and actuals from Ad server
- B. planned revenue and actuals from media cloud
- C. planned revenue from media cloud and actuals from Ad server
- D. planned revenue from Ad server and actuals from Media Cloud

Answer: C,D

Explanation:

For a broadcaster implementing Media Cloud to have a comparative view of planned versus actual revenue, they need to obtain data from both Media Cloud and their Ad server. Planned revenue can be derived from Media Cloud where advertising campaigns, including their budget and expected revenue, are managed (B, D).

Actual revenue, on the other hand, is based on the real-world performance of ads, such as the number of impressions or clicks, which is typically tracked by an Ad server (B, D). Therefore, to obtain a comprehensive comparative view, data should be collated from both Media Cloud for planned figures and the Ad server for actual revenue. References:

<https://help.salesforce.com/>

<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 80

A company is planning to adopt media cloud and has requirements around the relationship between clients and their advertising agencies, where they want to capture the role of each agency so they can identify clearly what is the agency of Record. They also have requirements to map contacts within the agencies. How should the media cloud data model be used to represent these relationships?

- A. advertisers and agencies should be created as accounts and contacts as contacts, and the party model should be adopted to define the relationship between them
- B. advertisers and agencies should be created as accounts, and a custom lookup field should be created to represent the client/agency relationship. Contacts should be created under the accounts.
- C. advertisers and agencies should be created as accounts, with agencies listed as child accounts to the client accounts, with contacts related to those.
- D. advertisers should be created as accounts, and agencies should be represented by a custom field added to the contact object. Contacts should then be assigned to the accounts

Answer: A

Explanation:

To represent the relationship between clients and their advertising agencies in Media Cloud, creating both advertisers and agencies as separate accounts, with contacts under each, is the most structured approach.

Utilizing the party model within this configuration allows for the explicit definition of each agency's role, including the designation of an agency of record. This setup enables clear identification and management of relationships between advertisers, their agencies, and individual contacts within those agencies, providing a comprehensive view of all parties involved. References: <https://help.salesforce.com/>

NEW QUESTION # 81

A sales executive creates a quote. When the quote status is changed to client approved, it should automatically be submitted for approval. The approver needs to be a queue instead of an individual Salesforce user. How can this be achieved in the system?

- A. invoke approval process on quote and keep queue as approver
- B. invoke approval process created on individual quote LineItem and keep queue as approver
- C. invoke approval process created on opportunity linked to the quote and keep queue as approver
- D. invoke approval process created on a custom object lookup to quote and keep queue as approver

Answer: A

Explanation:

To automatically submit a quote for approval when its status changes to 'Client Approved' and have a queue as the approver, an approval process should be invoked on the Quote object itself. This setup allows for the routing of approvals to a designated queue, enabling a group of users rather than an individual to review and approve the quote. This method is effective for organizations that require collaborative decision-making in the approval process.

References:

Salesforce Approval Process documentation: <https://help.salesforce.com/>

Salesforce Queue Setup Guide:

<https://developer.salesforce.com/docs/atlas.en-us.securityImplGuide.meta/securityImplGuide/queues.htm>

NEW QUESTION # 82

A company has purchased the media cloud solution. the it manager in charge of the deployment wants to understand which tools in media cloud can be used to map legacy system data model to the media cloud data model? Which two tools should the consultant mention to the IT manager in this case?

- A. IDX build tool
- B. IDX workbench
- C. schema builder
- D. setup / object manager

Answer: A,B

Explanation:

In mapping legacy system data models to the Media Cloud data model, the IDX Build Tool and IDX Workbench are the recommended tools. The IDX Build Tool helps in constructing and customizing data integrations, facilitating the alignment of legacy data structures with Salesforce's data model. IDX Workbench, on the other hand, provides a more interactive environment for managing and testing data mappings and transformations, ensuring seamless integration between legacy systems and Media Cloud. These tools are designed to streamline the integration process, making it easier for IT managers to transition their existing data into the Salesforce ecosystem. References: <https://developer.salesforce.com/>

NEW QUESTION # 83

A company is planning to do an audit and needs a report to determine all the price list changes that have been configured in all streaming packages configured in media cloud. which set of objects should a consultant access to generate such report?

- A. product, pricing plan, pricing plan step, price list
- B. product, price list entry, pricing element
- C. product, pricing variable, pricing variable binding
- D. product, price book, price book entry, price list

Answer: A

Explanation:

To audit and determine all the price list changes configured in all streaming packages in Media Cloud, accessing the Product, Price Book, Price Book Entry, and Price List objects would be necessary. These objects collectively store information about the products (streaming packages), their associated price lists, and any changes made to pricing over time. This structured approach allows for detailed reporting and analysis of pricing adjustments, ensuring transparency and accountability in pricing strategies. References: <https://developer.salesforce.com/>

NEW QUESTION # 84

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