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## New New AP-217 Test Question | Valid AP-217: Media Cloud Accredited Professional 100% Pass

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### Salesforce Media Cloud Accredited Professional Sample Questions (Q46-Q51):

#### NEW QUESTION # 46

Which three permission sets should a Consultant add for a newly hired Media Planner user?  
Choose 3 answers

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

Answer: A,B,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](https://help.salesforce.com/s/articleView?id=sf.media_cloud_user_permissions.htm&type=5)

#### NEW QUESTION # 47

A publisher wants to create a media plan that includes linear ads for a specific TV program.

Which object should a Consultant use to define this TV program in Media Cloud?

- A. Ad Space Specification
- B. Ad Creative
- C. Media Plan Placement
- D. Media Channel

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Ad Space Specification objects define inventory specifications such as TV programs for linear ads. Media Plan Placement represents the booking of ads into those specs. Media Channel is broader, and Ad Creative is related to creative assets, not media inventory.

Reference:

Media Cloud Ad Space Specification

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_ad\\_space\\_specification.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_ad_space_specification.htm&type=5)

#### NEW QUESTION # 48

A publishing company has been using Media Cloud for the last six months and now wants to send order data over to the Google Ad Management platform. The company has the client and secret from Google.

Which element should a Consultant create within Salesforce to be able to enter these details?

- A. Auth. Provider
- B. Named Credentials
- C. Custom Metadata
- D. Connected App

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Named Credentials in Salesforce are used to securely store external service endpoints and authentication details such as client ID and client secret. When integrating with Google Ad Manager, the client and secret are used for OAuth authentication. Named Credentials simplify authentication handling for callouts by managing tokens automatically and securely. Connected Apps are typically for OAuth client registration but not storing credentials in this use case.

Reference:

Salesforce Named Credentials Documentation

Media Cloud Google Ad Manager Integration

[https://developer.salesforce.com/docs/atlas.en-us.externalobjects.meta/externalobjects/external\\_objects\\_named\\_credentials.htm](https://developer.salesforce.com/docs/atlas.en-us.externalobjects.meta/externalobjects/external_objects_named_credentials.htm)

#### NEW QUESTION # 49

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. Tableau
- B. CRM Analytics
- C. Google Data Studio
- **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](https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci_dashboards.htm&type=5)

### NEW QUESTION # 50

A client is looking to adopt a new CRM solution to sell advertising products, starting with their Digital Content line of business. They sell standard digital ad products (digital banners, video inserts).

Using Media Cloud Advertising Sales Management (ASM), what is the most efficient approach for modeling these products?

- A. Create a new Salesforce object for the Digital Ad Products specifications, link that object to the Product2 object, and configure the required products using the Product page layout.
- **B. Configure a product using Product Designer and associate the product to an Ad Space Specification.**
- C. Create the required characteristics of the products in the Product object and configure the required products using the Product page layout.
- D. Configure an OmniScript that will retrieve the products from Google Ad Manager and will be used in sales processes.

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Product Designer in Media Cloud allows modeling complex advertising products efficiently by associating them with Ad Space Specifications, ensuring correct mapping to ad inventory. This approach streamlines product configuration for sales users. Creating custom objects or relying solely on Product page layouts is less efficient and lacks native support for media-specific attributes.

Reference:

Media Cloud Product Designer Guide

Advertising Product Modeling Best Practices

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_product\\_designer.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_product_designer.htm&type=5)

### NEW QUESTION # 51

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