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Salesforce Media Cloud Accredited Professional Sample Questions (Q54-Q59):

NEW QUESTION # 54

Which Industries CPQ API method needs to be called from the integration procedure that returns the pricing information from the out-of-the-box pricing plan?

- A. putCartsItems
- B. postCartsItems
- C. priceCart
- D. createCart

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The priceCart API method is used to calculate and return pricing information for items in a cart based on the pricing plans configured in Industries CPQ. Other methods relate to creating or updating cart items but not to pricing retrieval.

Reference:

Industries CPQ API Documentation

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

NEW QUESTION # 55

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. CRM Analytics
- B. Tableau
- 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

NEW QUESTION # 56

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. Configure a product using Product Designer and associate the product to an Ad Space Specification.
- B. Create the required characteristics of the products in the Product object and configure the required products using the Product page layout.
- C. 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.
- D. Configure an OmniScript that will retrieve the products from Google Ad Manager and will be used in sales processes.

Answer: A

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

NEW QUESTION # 57

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

Answer: A

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

NEW QUESTION # 58

Which two solutions should a Consultant recommend to a client who wants to integrate with an ad server other than Google Ad Manager (GAM) to create an ad campaign?

Choose 2 answers

- A. Use the Out of the Box Marketing Cloud Intelligence connector.
- **B. Create a custom solution using Apex code.**
- **C. Create a custom integration procedure to integrate with the ad server.**
- D. Use the Out of the Box Ad Server Integration.

Answer: B,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud provides out-of-the-box integration only with Google Ad Manager. For other ad servers, a custom integration is required either via a custom Integration Procedure or Apex code to handle API interactions and data flows. The Marketing Cloud Intelligence connector focuses on analytics, not ad server integration.

Reference:

Media Cloud ASM Integration Overview

Salesforce Custom Integration Best Practices

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

NEW QUESTION # 59

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