

Salesforce AP-217 Latest Dumps Sheet & Free PDF Unparalleled Media Cloud Accredited Professional



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Salesforce Media Cloud Accredited Professional Sample Questions (Q34-Q39):

NEW QUESTION # 34

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

Answer: B

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

NEW QUESTION # 35

A Consultant needs to see the performance trend of the ad inventory sold in June of the last five years and use this information as input for campaigns next June.

Which two optional add-on Salesforce reporting components can be coupled with Media Cloud Advertising Sales Management (ASM) to gather, correlate, and present historical ad campaigns data for better decision making at the beginning of the sales cycle? Choose 2 answers

- A. Ad Manager
- **B. CRM Analytics**
- C. Marketing Cloud Intelligence
- **D. Tableau**

Answer: B,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau and CRM Analytics are Salesforce add-ons that can integrate with ASM data to provide deep historical analytics and performance trend insights. Marketing Cloud Intelligence focuses on data ingestion and optimization but Tableau and CRM Analytics specialize in flexible visualizations and historical analysis. Ad Manager is an ad server, not a reporting tool.

Reference:

Media Cloud Reporting and Analytics Options

Salesforce Tableau and CRM Analytics Integration

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

NEW QUESTION # 36

A publishing company has been using media cloud decides that they want to use marketing cloud intelligence for analytics. However, there is an OAuth 2.0 authentication issue when attempting to set up data stream setup in marketing cloud intelligence. Where should a consultant go within Salesforce to ensure that the settings in marketing cloud intelligence are set up correctly?

- A. custom metadata
- **B. named credential**
- C. connected app
- D. aut.Provider

Answer: B

Explanation:

When facing OAuth 2.0 authentication issues during the setup of a data stream in Marketing Cloud Intelligence, checking the Named Credential settings within Salesforce is a critical step. Named Credentials provide a secure way to manage authentication details for

external services, ensuring that Salesforce can securely connect to Marketing Cloud Intelligence. By verifying and, if necessary, adjusting the Named Credential settings, the consultant can resolve authentication issues, enabling successful data stream setup and integration between Salesforce and Marketing Cloud Intelligence. Reference: <https://help.salesforce.com/>

NEW QUESTION # 37

A customer has the necessary licenses and dependent packages installed and would like to install the Advertising Sales Management (ASM) package.

Which step needs to be taken in order to do this?

- A. Go to the Velocity CMT administration tab in the production org, search for the ASM app, and select enable. Then refresh the target sandbox.
- B. Request a trial org of the ASM package in the Salesforce Industries Media and Entertainment Process Library. Use the trial org requested as the source org for the target sandbox.
- C. Find the installed package of Salesforce Industries Communications, Media, and Energy managed package in the setup of the sandbox instance and enable ASM.
- **D. Install by using a release package installation link from Salesforce Industries success community, selecting the industries applications package that is generally available (GA) for the target sandbox.**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The official way to install ASM is via the release package installation link provided in the Salesforce Industries Success Community. This ensures installing the latest GA version for the target sandbox. Other options refer to trial orgs or enabling existing packages but do not follow the official installation path.

Reference:

Media Cloud ASM Installation Guide

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

NEW QUESTION # 38

A publishing company has an existing media plan creation process that was setup using OmniStudio a few months ago. A new requirement has come up where the user will be required to enter a new secondary budget field and this field should be stored with the rest of the media plan details.

On which object should a Consultant add this field so that it is stored with the rest of the media plan and can be added to the appropriate OmniScript?

- A. Quote
- **B. Media Plan Placement**
- C. Opportunity
- D. Order

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Media Plan Placement object holds detailed line-item level data related to media plans, including budgets and schedules. Adding the new secondary budget field here allows it to be managed alongside other media plan details and be exposed in OmniScripts that drive the media plan creation process. Opportunity, Order, and Quote objects do not store placement-level budget fields.

Reference:

Media Cloud Data Model Documentation

OmniStudio Media Plan Integration

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

NEW QUESTION # 39

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