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Salesforce Media Cloud Consultant Exam Sample Questions (Q22-Q27):

NEW QUESTION # 22

What happens when a required placement is unavailable in the ad server during the check availability process with google Ad manager?]

- A. a red check mark appears in the availability column
- **B. a yellow check mark appears if partial quantity is available and red if none is available**
- C. the check availability action returns the available quantity for manual adjustment
- D. the check availability action updates the quantity to the available quantity

Answer: B

Explanation:

During the check availability process with Google Ad Manager, if a required placement is unavailable, a yellow check mark appears

if partial quantity is available, and a red check mark if none is available (C). This visual indicator helps users quickly understand the availability status of placements and make informed decisions about adjusting campaign plans or exploring alternative options.

References:
https://help.salesforce.com/articleView?id=sf.dmp_advertising_sales_check_availability.htm
<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 23

AB2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require a Sales Representative persona to be created for their users. Which three types of permission sets are required for a persona to be present in an environment?

- A. DocGenIndCmeDesignerUser
- B. Rue Engine Runtime
- C. OmniStudioUser
- D. OmniStudioAdmin
- E. Media Cloud Base User

Answer: B,C,E

Explanation:

For creating a Sales Representative persona in a Salesforce environment, particularly for managing advertising sales business, the following three types of permission sets are required:

Media Cloud Base User: This permission set provides foundational access to Media Cloud functionalities necessary for sales representatives.

OmniStudioUser: Grants access to OmniStudio tools, enabling sales representatives to utilize these tools for designing and executing customer engagements.

Rule Engine Runtime: Essential for allowing sales representatives to execute processes and rules defined within the Media Cloud environment, supporting decision-making and sales activities.

These permission sets collectively equip the Sales Representative persona with the necessary access and capabilities to effectively operate within the Media Cloud environment.

References:

Salesforce Permission Sets documentation: <https://help.salesforce.com/>

Salesforce Media Cloud resources: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce OmniStudio documentation: <https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta/omnistudio/>

NEW QUESTION # 24

Which two actions take place, when an insertion order is created and submitted in media cloud advertising sales management (ASM)?

- A. a flow is initiated for asset creation and billing
- B. order is submitted to industries order management
- C. the orchestration plan is created and can be viewed
- D. order is submitted to B2B commerce Order Management

Answer: A,B

Explanation:

When an insertion order is created and submitted in the Media Cloud Advertising Sales Management (ASM), several key actions take place:

A flow is initiated for asset creation and billing: This step involves initiating processes for creating the necessary ad assets and setting up billing arrangements for the advertiser. It ensures that all creative materials are prepared and billing is set up in accordance with the terms of the insertion order.

Order is submitted to industries order management: This involves integrating the order into Salesforce's broader industries order management system. This step is crucial for ensuring the order is processed and managed efficiently within the larger ecosystem of Salesforce's industry-specific solutions.

These actions are essential for transitioning from the sales phase to the execution phase of ad campaigns within the Salesforce Media Cloud environment.

References:

Salesforce Advertising Sales Management documentation: <https://help.salesforce.com/> Salesforce Industries Order Management resources:
<https://www.salesforce.com/products/industries/order-management/>

NEW QUESTION # 25

An Ad Ops team needs to ensure an order created by the sales executive is submitted to the downstream ad servers for fulfillment. order items used within these orders are linked to commercial products and this entire order goes through the industries orer management process for fulfillment. How should the ad ops team use the out-of-the-box product with product code: VPL-MEDIA-CLASS in this enteire process?

- A. as object type of a commercial product
- B. as parent class of any ommercial product
- **C. as corresponding technical product of a commercial product in a decomposition relationship**
- D. as root product in a product bundle with child commercial products

Answer: C

Explanation:

In the context of order fulfillment in Advertising Operations (Ad Ops), the out-of-the-box product with product code: VPL-MEDIA-CLASS should be used as a corresponding technical product of a commercial product in a decomposition relationship (B). This approach allows the commercial products, which represent the client-facing aspects of the advertising products, to be linked to their technical counterparts. These technical products, represented by VPL-MEDIA-CLASS, encapsulate the specific technical requirements and configurations needed for the ad server to fulfill the order. References:

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

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

NEW QUESTION # 26

A customer needs to implement an automated Continuous Integration and Continuous Development (CI/CD) workflow where developers will work on their own Developer orgs to configure different OmniScripts. The developers then need to migrate the changes they have done to a sandbox that will be used for testing before promoting changes to Production.

Which tool should developers use to automate the migration of OmniStudio DataPacks and Salesforce metadata within the Media Cloud orgs?

- A. IDX Workbench
- **B. IDX Build Tool**
- C. Backup and Restore Automation
- D. Data Loader

Answer: B

Explanation:

IDX Build Tool is the recommended tool for automating migration and deployment of OmniStudio DataPacks and metadata between Salesforce orgs, supporting CI/CD workflows. IDX Workbench is more manual, and Backup and Restore Automation and Data Loader do not support OmniStudio DataPacks.

References:

Salesforce IDX Build Tool Documentation

Media Cloud Deployment Automation https://help.salesforce.com/s/articleView?id=sf.media_cloud_idx_build_tool.htm&type=5

NEW QUESTION # 27

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