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AP-217 Exam

Salesforce Media Cloud Accredited Professional

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Salesforce AP-217 Exam Syllabus Topics:

Section	Objectives
Implement	- Plan data migration with understanding of the data model - Apply security settings to control data access - Select appropriate integration approaches for media-specific contexts - Support CI/CD deployment processes - Ensure performance outcomes align with defined KPIs and non-functional expectations

Design	- Apply best practices in solution architecture - Set up sharing and permission sets - Determine deployment strategies within a CI/CD environment - Assess reporting needs - Align designs with the Media Cloud data model - Recommend product model and pricing strategies - Identify integration points - Create solution flows using ASM capabilities
Discovery	- Map use cases to Salesforce Media Cloud components - Identify relevant non-functional requirements - Determine the technical scope for a statement of work (SOW) - Understand how third-party systems integrate with Media Cloud - Assess business and technical requirements for Media Cloud applications - Outline system flows based on existing business environment

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Salesforce Media Cloud Accredited Professional Sample Questions (Q51-Q56):

NEW QUESTION # 51

A publisher wants to empower its sales team by embedding analytic dashboards that show the actual digital delivery performance on the Salesforce account page for advertisers and agencies. The dashboard will need to be customized to reflect nuances of the publisher's business.

What should a Consultant configure or implement to solve for this use case?

- A. Use integration procedures to build a custom connection to the ad server to bring delivery data into the Ad Delivery object and set up a report chart on the account page.
- **B. Configure the Ad Delivery Connector for CRM Analytics and set up an embedded CRM dashboard.**
- C. Clone one of the flex cards included in ASM and customize the parameters to display a Marketing Cloud Intelligence dashboard.
- D. Integrate digital delivery sources to Big Query or Snowflake, connect Tableau to the data warehouse, and then set up an embedded Tableau dashboard on the account page.

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Ad Delivery Connector for CRM Analytics is a standard Salesforce solution to display digital delivery metrics directly inside Salesforce, with embedded dashboards tailored to the publisher's business. This approach leverages native Salesforce Analytics, enabling customization and tight integration with account data. Using external data warehouses like Big Query or Tableau is more complex and less integrated.

Reference:

Salesforce CRM Analytics Ad Delivery Connector Documentation

Media Cloud Analytics Best Practices

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

NEW QUESTION # 52

Which three types of permission sets are required for a persona to be present in an environment?
Choose 3 answers

- **A. Rule Engine Runtime**
- B. OmniStudioAdmin
- **C. Media Cloud Base User**
- D. DocGenInd CME Designer User
- **E. OmniStudioUser**

Answer: A,C,E

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Personas in Media Cloud require OmniStudioUser for OmniStudio access, Rule Engine Runtime for business rules, and Media Cloud Base User for base feature access. OmniStudioAdmin is an administrative-level permission, and DocGenInd CME Designer User is specific to document template design, not core persona presence.

Reference:

Media Cloud Persona Setup

Permission Sets Overview

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

NEW QUESTION # 53

A home store wants to advertise their products on a particular TV channel owned by a publishing company.

Which channel should this media plan include?

- A. Print
- B. Digital
- **C. Linear**
- D. Out Of Home (OOH)

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Linear refers to traditional TV broadcasting channels where advertisements run in a scheduled, linear fashion. Since the home store wants to advertise on a TV channel, the media plan should include the Linear channel type. Digital refers to online channels, Print to newspapers/magazines, and OOH to outdoor advertising formats.

Reference:

Media Cloud Channel Definitions

Advertising Sales Management Media Types

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

NEW QUESTION # 54

A customer has a requirement to allow the Operations team to edit Quote records in order to perform 'Create and Submit Order' action only when the corresponding opportunity has reached a specific status called 'Closed Won'. Sales users will remain as the record owners of Quotes and Orders for reporting purposes. The organization wide default setting for Quote and Order object is private.

How should a Consultant solve this requirement with minimal customization?

- **A. Configure a criteria-based sharing rule to share order records once Opportunity status is 'Closed Won'.**
- B. Configure role hierarchy, such that the Operations team is higher than the Sales users in the same hierarchy group.
- C. Share order records programmatically using Apex whenever Opportunity status is 'Closed Won'.
- D. Sales users will use manual sharing in order to share order records once Opportunity status is 'Closed Won'.

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Since the OWD for Quote and Order is private, sharing must be explicitly granted for the Operations team to edit records when

Opportunity status is 'Closed Won'. Criteria-based sharing rules are the preferred low-maintenance Salesforce declarative approach for this scenario, sharing records based on field values without custom code. Manual sharing is less scalable, role hierarchy changes may affect ownership and reporting, and Apex sharing is a heavier customization.

Reference:

Salesforce Sharing Rules Documentation

Media Cloud ASM Security and Sharing Best Practices

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

NEW QUESTION # 55

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 Order 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 entire process?

- A. As Root product in a product bundle with child commercial products
- **B. As corresponding technical product of a commercial product in a decomposition relationship**
- C. As Object type of a commercial product
- D. As Parent class of any commercial product

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The product with code VPL-MEDIA-CLASS represents a technical product that corresponds to commercial products in a decomposition relationship. This enables the Order Management process to handle fulfillment through its association with commercial products.

Reference:

Media Cloud Product Hierarchies

Salesforce Industries Order Management

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

NEW QUESTION # 56

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