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Salesforce AP-217

Media Cloud Accredited Professional

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Salesforce Media Cloud Accredited Professional Sample Questions (Q33-

Q38):

NEW QUESTION # 33

A Sales Executive creates a quote. When the quote status is changed to Client Approved, it should automatically be submitted for approval. The approver needs to be a queue instead of an individual Salesforce user. How can this be achieved in the system?

- A. Invoke Approval Process on Quote and keep Queue as Approver.
- B. Invoke Approval Process created on individual QuoteLineItem and keep Queue as Approver.
- C. Invoke Approval Process created on a custom object having lookup to Quote and keep Queue as Approver.
- D. Invoke Approval Process created on Opportunity linked to the Quote and keep Queue as Approver.

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Approval processes on the Quote object can be configured to automatically submit for approval when status changes, and queues can be assigned as approvers. This is a standard Salesforce approval process setup and does not require custom objects or linked objects.

Reference:

Salesforce Approval Processes

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

NEW QUESTION # 34

In Advertising Sales Management (ASM), what is the correct order of execution of the pre-built Industries Order Management orchestration plan components?

- A. Create line items, create order, approve order, activate order, add creative
- B. Create order, create line items, add creative, approve order, activate order
- C. Create order, create line items, approve order, activate order, add creative
- D. Create line items, create order, add creative, approve order, activate order

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The orchestration plan in ASM follows a logical sequence starting with creating the order, then creating associated line items, followed by approval, activation, and finally adding creative assets. This order ensures proper status transitions and fulfillment processes.

Reference:

Media Cloud Industries Order Management Documentation

Salesforce ASM Orchestration Plans

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

NEW QUESTION # 35

During proposal line item creation, a Consultant needs to be able to select a value for a picklist type attribute. Which non-overrideable behavior must the Consultant select during the assignment to the parent object type?

- A. Run-time Configurable
- B. Is Not Translatable
- C. Is Encrypted
- D. Is Not Assetizable

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Run-time Configurable behavior allows the picklist values to be determined dynamically during runtime rather than being statically assigned. This is critical in proposal line items to select picklist values that may change or depend on other variables dynamically. The

other options either disable functionality (Is Not Assetizable), restrict translations, or encrypt values but do not allow dynamic selection.

Reference:

Salesforce Media Cloud Data Model Guide

Proposal Line Item Configuration Best Practices

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

NEW QUESTION # 36

Without custom development, with which Ad Serving Platform does Media Cloud integrate?

- A. Facebook Ads Manager
- **B. Google Ad Manager**
- C. Marketing Cloud Intelligence
- D. Inventory

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud offers out-of-the-box integration with Google Ad Manager (GAM) for ad serving, enabling booking, delivery tracking, and reporting. Other platforms like Facebook Ads Manager or Inventory require custom development or third-party connectors.

Reference:

Media Cloud Ad Server Integrations

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

NEW QUESTION # 37

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require Sales Representatives and Media Planners to sell their digital ad products with targeting selections for geo targeting, day/time targeting, content targeting, and user's OS targeting.

Which type of targeting is available with Media Cloud?

- A. User's OS Targeting
- B. Day/Time Targeting
- **C. Geo Targeting**
- D. Content Targeting

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud supports Geo Targeting as part of its standard digital ad targeting capabilities, allowing advertisers to specify geographic locations for their ads. Content Targeting, Day/Time Targeting, and User's OS Targeting are generally managed by the Ad Server or external DSP platforms, not Media Cloud out-of-the-box.

Reference:

Media Cloud Digital Ad Targeting Features

Salesforce Media Cloud Product Guide

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

NEW QUESTION # 38

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