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Salesforce Media Cloud Consultant Exam Sample Questions (Q11-Q16):

NEW QUESTION # 11

A digital publisher wants to visualize the connections between the different parties who are involved in ad buys, including advertisers, agencies, and their parent companies. Which feature of Salesforce Industries does Media Cloud use for this purpose?

- A. Customer Hierarchy
- B. Custom Lightning Web Component

- C. Relationship Graph
- D. custom FlexCard

Answer: C

Explanation:

Salesforce Industries utilizes the Relationship Graph feature (B) to visualize connections between different parties involved in ad buys, such as advertisers, agencies, and their parent companies. The Relationship Graph provides a visual representation of how these entities are related, making it easier for digital publishers to understand and manage their interactions with each party. This feature enhances the ability to navigate complex networks of relationships within the advertising ecosystem.

References:

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

NEW QUESTION # 12

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 created on individual quote LineItem and keep queue as approver
- B. invoke approval process on quote and keep queue as approver
- C. invoke approval process created on opportunity linked to the quote and keep queue as approver

Answer: B

Explanation:

To automatically submit a quote for approval when its status changes to 'Client Approved' and have a queue as the approver, an approval process should be invoked on the Quote object itself. This setup allows for the routing of approvals to a designated queue, enabling a group of users rather than an individual to review and approve the quote. This method is effective for organizations that require collaborative decision-making in the approval process.

References:

Salesforce Approval Process documentation: <https://help.salesforce.com/>

Salesforce Queue Setup Guide: <https://developer.salesforce.com/docs/atlas.en-us.securityImplGuide.meta/securityImplGuide/queues.htm>

NEW QUESTION # 13

AB2B advertising publishing company wants to start advertising sales management components migration from the source org to the target org. Which two tools can they use to migrate advertising sales management components?

- A. change sets
- B. IDX build tool
- C. unmanaged packages
- D. IDX workbench

Answer: A,C

Explanation:

For migrating Advertising Sales Management components from a source org to a target org, unmanaged packages and change sets are two effective tools. Unmanaged packages allow for the grouping of various components for deployment to another org, whereas change sets enable the transfer of specific customizations from one Salesforce org to another directly. Both methods facilitate the migration of configurations and customizations integral to Advertising Sales Management.

References:

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

Salesforce Unmanaged Packages Guide:

https://developer.salesforce.com/docs/atlas.en-us.packagingGuide.meta/packagingGuide/packaging_packages.htm

NEW QUESTION # 14

A publisher wants to share the omniscrypt with a subset of partners through the experience cloud. An administrator has created a page variation and added the omniscrypt to the page, but the subgroup of partner users are reporting they not seeing any changes in

the experience site page. Which three actions should the administrator take to help troubleshoot this issue?

- A. validate that the user has the mediacloudCCRuntime permission set license assigned
- B. validate that the page variation is published
- C. validate that the audience for the page variation is correctly defined as assigned
- D. validate that the latest version of the omniscrypt is enabled
- E. validate flexcards are being activated with the community page and community default as targets

Answer: B,C,D

Explanation:

When partners report not seeing changes in the Experience Cloud site, the administrator should consider several factors to troubleshoot the issue. Firstly, ensure that the page variation containing the OmniScript is published (B). An unpublished page variation will not be visible to users. Secondly, check if the latest version of the OmniScript is enabled (C), as older versions may not reflect recent changes or functionalities. Lastly, verify that the audience for the page variation is correctly defined and assigned (E). The audience settings determine which subset of users can view the page variation. Incorrect audience assignment can lead to visibility issues for intended users. References:

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

https://developer.salesforce.com/docs/atlas.en-us.omniscrypt_best_practices.meta/omniscrypt_best_practices/omniscrypt_manage_versions.htm

https://help.salesforce.com/articleView?id=networks_customize_pages_for_audiences.htm

NEW QUESTION # 15

Media Campaign is a record type of which object?

- A. Account
- B. Opportunity
- C. Quote
- D. Campaign

Answer: C

Explanation:

In Media Cloud, Media Campaign is a record type under the Quote object, allowing specialized handling of media campaigns within the sales process framework.

References:

Media Cloud Quote Record Types https://help.salesforce.com/s/articleView?id=sf.media_cloud_quote_record_types.htm&type=5

NEW QUESTION # 16

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