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Salesforce Media Cloud Consultant Exam Sample Questions (Q83-Q88):

NEW QUESTION # 83
In digital ad sales, which set of objects does a consultant need to configure and how many records are needed under the object to form a relationship where one program is shown on five mobile apps?

- A. media content title: five(program), media channel: five (app), product: one
- B. media content title: one(program), media channel: five (app), product: five
- C. media content title: five(program), media channel: five (app), product: five
- D. media content title: one(program), media channel: one (app), product: five

Answer: B

Explanation:
For a relationship where one program is shown on five mobile apps in digital ad sales, the consultant needs to configure the objects

as follows: Media Content Title: one (program), Media Channel: five (app), Product:
five (C). This setup implies one program is available across five different apps, each requiring a unique product configuration to
represent the advertising opportunity associated with the program on each app.
References:
https://help.salesforce.com/articleView?id=mc_overview.htm
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 84

A publisher needs to check ad server inventory as part of the media plan creation process.
Which ad server is supported by standard Media Cloud Advertising Sales Management (ASM) features?

- **A. Google Ad Manager**
- B. Openx
- C. Sizmek
- D. Campaign Manager 360

Answer: A

Explanation:
Google Ad Manager (GAM) is the only ad server with out-of-the-box integration supported in Media Cloud ASM. This enables
inventory checks, campaign booking, and reporting directly through Media Cloud interfaces. Other servers require custom
integrations.
References:
Media Cloud Supported Ad Servers
Google Ad Manager Integration Guidehttps://help.salesforce.com/s/articleView?id=sf.
media_cloud_gam_integration.htm&type=5

NEW QUESTION # 85

When using advertising sales managment (ASM), what are the two reccomended ways to integrate with google ad manage (GAM)
to retrieve information, such as inventory managment, or to publish a campaign to GAM?

- A. dataRaptors on Interface Tables
- **B. Pre-Built orchestration plan**
- C. apex callable interfaces
- **D. check availability integration procedure**

Answer: B,D

Explanation:
When integrating Advertising Sales Management (ASM) with Google Ad Manager (GAM), two recommended ways include using
the Check Availability Integration Procedure (A) and Pre-Built Orchestration Plan (D). The Check Availability Integration ensures
real-time verification of ad inventory against the planned campaigns, preventing overbooking and optimizing ad space utilization. The
Pre-Built Orchestration Plan provides a structuredworkflow for integrating with GAM, facilitating seamless campaign publishing and
data synchronization between Salesforce and GAM.References:
https://help.salesforce.com/
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 86

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

Answer: D

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 # 87

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 enviroment?

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

Answer: A,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 # 88

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