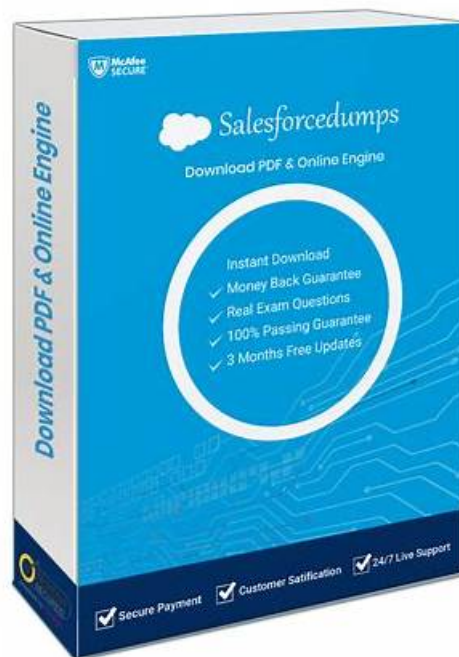


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## Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• Design: This section of the exam measures the skills of a Salesforce Media Cloud Consultant and covers the process of designing scalable and efficient Media Cloud solutions. It focuses on creating solution flows using ASM capabilities, applying best practices in solution architecture, recommending product model and pricing strategies, and aligning designs with the Media Cloud data model. It also evaluates the candidate's ability to set up sharing and permission sets, identify integration points, assess reporting needs, and determine deployment strategies that fit within a CI</li><li>• CD environment.</li></ul>

Topic 2	<ul style="list-style-type: none"> <li>• <b>Implement:</b> This section of the exam measures skills of a Salesforce Solution Architect and focuses on implementing the Media Cloud solution based on business and technical requirements. It includes supporting CI</li> <li>• CD deployment processes, planning data migration with an understanding of the data model, selecting appropriate integration approaches for media-specific contexts, applying security settings to control data access, and ensuring performance outcomes align with defined KPIs and non-functional expectations.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• <b>Discovery:</b> This section of the exam measures the skills of a Salesforce Solution Architect and covers the ability to assess business and technical requirements for implementing Media Cloud applications. It includes determining the technical scope for a statement of work (SOW), mapping use cases to Salesforce Media Cloud components, understanding how third-party systems integrate with the Media Cloud ecosystem, outlining system flows based on the existing business environment, and identifying relevant non-functional requirements based on customer needs.</li> </ul>

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## Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q31-Q36):

### NEW QUESTION # 31

Which Industries CPQ API method needs to be called from the integration procedure that returns the pricing information from the out-of-the-box pricing plan?

- **A. priceCart**
- B. putCartsItems
- C. createCart
- D. postCartsItems

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The priceCart API method is used to calculate and return pricing information for items in a cart based on the pricing plans configured in Industries CPQ. Other methods relate to creating or updating cart items but not to pricing retrieval.

Reference:

Industries CPQ API Documentation

[https://help.salesforce.com/s/articleView?id=sf.industries\\_cpq\\_api\\_methods.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.industries_cpq_api_methods.htm&type=5)

### NEW QUESTION # 32

A Consultant needs to see the performance trend of the ad inventory sold in June of the last five years and use this information as input for campaigns next June.

Which two optional add-on Salesforce reporting components can be coupled with Media Cloud Advertising Sales Management (ASM) to gather, correlate, and present historical ad campaigns data for better decision making at the beginning of the sales cycle? Choose 2 answers

- **A. CRM Analytics**
- B. Ad Manager

- C. Tableau
- D. Marketing Cloud Intelligence

**Answer: A,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau and CRM Analytics are Salesforce add-ons that can integrate with ASM data to provide deep historical analytics and performance trend insights. Marketing Cloud Intelligence focuses on data ingestion and optimization but Tableau and CRM Analytics specialize in flexible visualizations and historical analysis. Ad Manager is an ad server, not a reporting tool.

Reference:

Media Cloud Reporting and Analytics Options

Salesforce Tableau and CRM Analytics Integration

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_reporting\\_options.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_reporting_options.htm&type=5)

### NEW QUESTION # 33

Which two features should a Consultant keep in mind when proposing the use of JSON-based mapping over Object-based mapping for Contract templates?

Choose 2 answers

- A. Documents cannot display attribute data unless the Custom section in the document template is used.
- B. The data to extract and merge into the template must exist in standard objects.
- C. The Consultant can use the item section for any type of item list, not only for line items.
- D. JSON-mapping allows for filtering individual line items or repeatable content items to display in a document, but Object-based mapping does not.
- E. Only Contract, Opportunity, Order, and Quote objects are supported when mapping fields in JSON-based mapping.

**Answer: C,D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

JSON-based mapping offers greater flexibility, such as allowing the item section to include any list type, not just line items, and supports filtering for repeatable content in documents. Object-based mapping is more rigid and limited to standard object types.

Reference:

Media Cloud Contract Template Mapping

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_contract\\_mapping.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_contract_mapping.htm&type=5)

### NEW QUESTION # 34

Which out-of-the-box custom object is meant to represent sub-deals with their respective details (amount, date, etc.) to be captured?

- A. QuotePricingAdjustment
- B. QuoteMember
- C. QuoteGroup
- D. QuoteProductRollup

**Answer: C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The QuoteGroup object in Media Cloud ASM is designed to represent sub-deals within a quote, capturing details like amounts and dates for these groupings. It allows segmentation of quotes into logical deal components. The other objects focus on pricing adjustments, membership, or product rollups but do not represent sub-deals.

Reference:

Media Cloud ASM Data Model Guide

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_quote\\_objects.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_quote_objects.htm&type=5)

### NEW QUESTION # 35

A large media company is using Salesforce Industries to model Digital Advertising products. These products have a common set of characteristics.

Which pair of Media Cloud items would a Product Manager use to most efficiently create the products for the sales users to sell?

- A. Use a Standalone Product and add Attributes.
- B. Use a Product Family for those products.
- **C. Use an Object Type and assign Attributes.**
- D. Clone an existing ad product and assign Attributes.

**Answer: C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Using Object Types with Attributes allows Product Managers to efficiently define product classes with shared characteristics. This modular approach is more scalable and manageable than cloning standalone products or relying solely on product families.

Reference:

Media Cloud Product Modeling

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_product\\_modeling.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_product_modeling.htm&type=5)

## NEW QUESTION # 36

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