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## Salesforce Media Cloud Accredited Professional Sample Questions (Q48-

### Q53):

#### NEW QUESTION # 48

A publisher has an existing system to build media plans and integrate with Google Ad Manager (GAM) to create digital ad campaigns.

Which two questions are important to ask to determine if Media Cloud Advertising Sales Management (ASM) is a good fit to replace the existing system?

Choose 2 answers

- A. What are the dimensions for all digital ad formats for the publisher?
- **B. Which types of ad products are included in media plans?**
- C. Which type of marketing automation system is in use?
- **D. Which ad servers does the system need to connect to for campaign booking?**

**Answer: B,D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Determining compatibility with existing ad servers and the types of ad products involved is critical when evaluating Media Cloud ASM as a replacement. Knowing ad server integration needs ensures technical fit, while product types determine if ASM supports the business model. Marketing automation systems and ad format dimensions are less critical at this stage.

Reference:

Media Cloud ASM Evaluation Checklist

Salesforce Media Cloud Integration Guidelines

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

#### NEW QUESTION # 49

A Media Cloud customer needs to integrate Google Ad Manager (GAM) with an existing middleware system using an integration procedure.

What is the most secure way for a Consultant to implement the authentication and credentialing requirements for the integration, while also minimizing customization?

- A. Create a remote action in the integration procedure that calls a custom Apex Class.
- **B. Create a new authentication provider with custom metadata and use it within a named credential.**
- C. Implement a custom OAuth to authenticate with middleware, storing credentials in the integration procedure.
- D. Modification on integration procedure is not needed since this is through middleware and the existing named credential is not utilized.

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Using a Named Credential with a custom Authentication Provider that stores client credentials in custom metadata ensures secure storage and easy maintenance. This reduces the need for custom OAuth flows in the integration procedure or Apex code, which increases complexity and maintenance.

Reference:

Salesforce Named Credentials and Auth Providers

Media Cloud GAM Integration Best Practices

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_named\\_credential\\_auth.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_named_credential_auth.htm&type=5)

#### NEW QUESTION # 50

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business and has decided to use Google Ad Manager (GAM).

Which two actions should a Consultant perform before testing the GAM integration?

Choose 2 answers

- A. Add the GAM URL as a new CSP Trusted Site.
- **B. Add the GAM endpoint in the OmniStudio Integration Procedure.**
- **C. Create a new Named Credential to store the GAM endpoint.**

- D. Create a new Auth. Provider that specifies the Consumer Key and Consumer Secret from GAM.

**Answer: B,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Before testing GAM integration, it is necessary to configure secure and proper connectivity. Creating a Named Credential in Salesforce secures the endpoint URL along with authentication details, which simplifies callouts. Adding the GAM endpoint to the OmniStudio Integration Procedure ensures that the system can route requests correctly. The Auth Provider creation is a valid step but not always required if Named Credentials handle authentication. Adding the GAM URL to the Content Security Policy (CSP) Trusted Sites ensures browser security for client-side interactions but is a secondary step.

Reference:

Media Cloud ASM Integration with GAM

Salesforce OmniStudio Integration Procedures Guide

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

### NEW QUESTION # 51

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. OmniStudioUser
- E. DocGenInd CME Designer User

**Answer: A,C,D**

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

### NEW QUESTION # 52

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. Sizmek
- C. Openx
- D. Campaign Manager 360

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

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.

Reference:

Media Cloud Supported Ad Servers

Google Ad Manager Integration Guide

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

## NEW QUESTION # 53

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