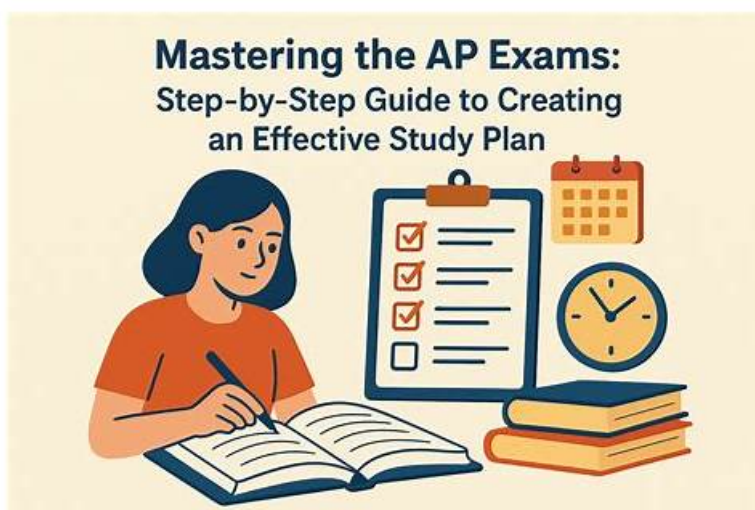


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Salesforce AP-217 Exam Syllabus Topics:

Section	Objectives
Topic 1: Implement	- Support CI/CD deployment processes - Select appropriate integration approaches for media-specific contexts - Apply security settings to control data access - Plan data migration with understanding of the data model - Ensure performance outcomes align with defined KPIs and non-functional expectations
Topic 2: Discovery	- Outline system flows based on existing business environment - Assess business and technical requirements for Media Cloud applications - Map use cases to Salesforce Media Cloud components - Understand how third-party systems integrate with Media Cloud - Determine the technical scope for a statement of work (SOW) - Identify relevant non-functional requirements
Topic 3: Design	- Align designs with the Media Cloud data model - Identify integration points - Create solution flows using ASM capabilities - Apply best practices in solution architecture - Set up sharing and permission sets - Recommend product model and pricing strategies - Assess reporting needs - Determine deployment strategies within a CI/CD environment

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Salesforce Media Cloud Accredited Professional Sample Questions (Q18-Q23):

NEW QUESTION # 18

A publishing company has an existing media plan creation process that was setup using OmniStudio a few months ago. A new requirement has come up where the user will be required to enter a new secondary budget field and this field should be stored with the rest of the media plan details.

On which object should a Consultant add this field so that it is stored with the rest of the media plan and can be added to the appropriate OmniScript?

- **A. Media Plan Placement**
- B. Order
- C. Quote
- D. Opportunity

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Media Plan Placement object holds detailed line-item level data related to media plans, including budgets and schedules. Adding the new secondary budget field here allows it to be managed alongside other media plan details and be exposed in OmniScripts that drive the media plan creation process. Opportunity, Order, and Quote objects do not store placement-level budget fields.

Reference:

Media Cloud Data Model Documentation

OmniStudio Media Plan Integration

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

NEW QUESTION # 19

When a media plan is submitted to the ad servers, there is an error related to missing creative or a notification related to a change in the program schedule.

How can this error or notification be made visible on Media Cloud?

- A. Through data present on Media Cloud
- B. Through campaign analytics reports
- **C. Through real-time integration to ad servers**
- D. Through Einstein for Ad Servers

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud leverages real-time integrations with ad servers to surface errors or notifications such as missing creatives or schedule changes directly in the system. This allows users to act promptly based on live data. Reporting and analytics are more historical and do not provide immediate error visibility. Einstein is not specifically designed for ad server error reporting.

Reference:

Media Cloud Ad Server Integration Guide

Real-time Data Handling in ASM

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

NEW QUESTION # 20

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. postCartsItems

- B. createCart
- C. putCartsItems
- D. priceCart

Answer: D

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

NEW QUESTION # 21

A Media Cloud customer utilizes Industries Order Management to manage advertising publishing. Order Management orchestrates the fulfillment steps across multiple external systems, such as inventory management for reserve/assign ad placement, ad servers, and a billing system for invoicing.

Which two guidelines should a Consultant follow when designing an orchestration plan to external systems?

Choose 2 answers

- A. Create separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing.
- B. Fully describe all Commercial product entities using product attributes.
- C. Create a master end-to-end plan to sequence the major milestones of all orders.
- D. Use a single swim lane or orchestration plan for all callouts to all external systems.

Answer: A,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Designing orchestration plans benefits from creating a master end-to-end plan for sequencing order milestones and breaking orchestration into separate plans per functional area (provisioning, logistics, billing) to manage complexity and integration points.

Using a single swim lane or over-describing commercial products is not recommended.

Reference:

Media Cloud Order Management Orchestration

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

NEW QUESTION # 22

Users receive an "Apex CPU limit exceeded" error when running the Advertising Sales Management (ASM) flow OmniScript in a Salesforce Experience site. The OmniScript includes an Integration Procedure that contains multiple Data Raptors.

In which two areas within OmniStudio should a Consultant check to troubleshoot this issue?

Choose 2 answers

- A. OmniScript Debugger
- B. Action Debugger
- C. DataRaptor Configuration
- D. OmniStudio Logs

Answer: A,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To troubleshoot Apex CPU limit errors in OmniStudio, checking the OmniScript Debugger helps identify heavy operations in the flow. OmniStudio Logs provide detailed execution logs that can reveal inefficient or repeated processing. DataRaptor configurations could contribute to CPU use but are not directly traceable like logs and debugger tools. Action Debugger focuses on runtime user actions rather than script performance.

Reference:

OmniStudio Debugging and Logging

Salesforce CPU Limit Troubleshooting

