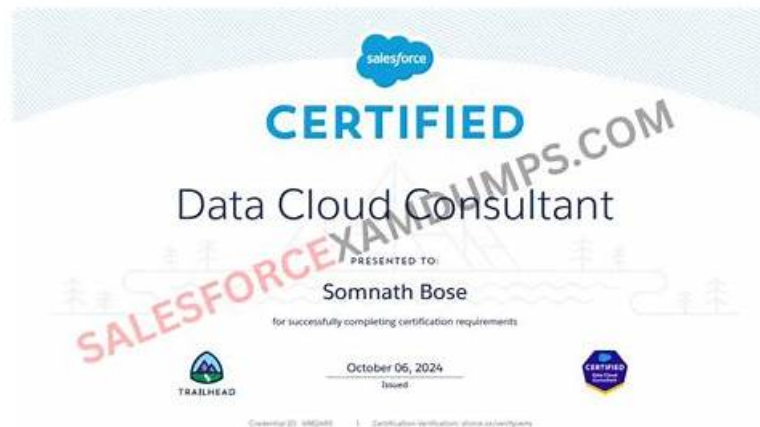# Salesforce Media-Cloud-Consultant Exam Dumps with Guaranteed Success Result [2026]

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Salesforce Media Cloud Consultant Exam Sample Questions (Q101-Q106):

NEW QUESTION # 101
A client is looking to adopt a new CRM solution to sell advertising products, starting with their digital content line of business. They sell standard digital ad products (digital banners, video inserts). Using media Cloud Advertising Sales Management (ASM), what is the most efficient approach for modeling these products?

- A. configure an OmniScript that will retrieve the products from google Ad Manager and will be used in sales processes
- B. create a new salesforce object for the digital ad products specifications, link that object to the product2 object, and configure the required products using the product page layout
- C. configure a product using product designer and associate the product to an ad space specification
- D. create the required characteristics of the products using the product page layout

Answer: C

Explanation:
For a client looking to sell standard digital ad products like digital banners and video inserts using Media Cloud Advertising Sales Management (ASM), the most efficient approach is to configure products using the Product Designer and associate these products with ad space specifications. This approach allows for the detailed definition and customization of ad products, including their dimensions, placement, and other relevant characteristics, directly within the Salesforce environment. Associating these products with specific ad space specifications ensures that they are accurately represented and can be effectively sold and managed within the digital content line of business.
References:
Salesforce Media Cloud Advertising Sales Management documentation:https://help.salesforce.com/ Salesforce Product Designer Guide: https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 102

Which three permission sets should a consultant add for a newly hired Media Planner user?

- A. MediaCloudPlus Runtime
- B. rule engine runtime
- C. MediaClou Runtime
- D. OmniStudio user
- E. media cloud base user

Answer: A,D,E

Explanation:
For a newly hired Media Planner user, the consultant should add the following permission sets:
Media Cloud Base User: This permission set grants access to basic functionalities and features within Media Cloud, enabling the Media Planner to perform essential tasks related to media planning and management.
MediaCloudPlus Runtime: This permission set provides additional runtime permissions for enhanced features and capabilities within Media Cloud, supporting more advanced planning and analysis activities.
OmniStudio User: Given the integration of OmniStudio tools within Media Cloud for designing and automating customer experiences, this permission set enables the Media Planner to utilize these tools effectively in their planning and execution tasks.
These permission sets collectively equip the Media Planner with the necessary access and capabilities to effectively manage and optimize media campaigns within Salesforce Media Cloud.
References:
Salesforce Media Cloud documentation:https://help.salesforce.com/
Salesforce OmniStudio resources: https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta /omnistudio/

NEW QUESTION # 103

Which standard media cloud advertising sales menagement component gathers live and campaign performancedata?

- A. marketing cloud intelligence
- B. tableau
- C. salesforce dashboards
- D. CRM analytics

Answer: A

Explanation:
The standard Media Cloud Advertising Sales Management component that gathers live and campaign performance data isMarketing Cloud Intelligence. This tool provides advanced analytics capabilities, allowing users to track and analyze the performance of advertising campaigns across various channels and platforms in real-time. Marketing Cloud Intelligence enables data-driven decision-making by offering insights into campaign effectiveness and audience engagement.
References:
Salesforce Marketing Cloud Intelligence documentation:https://help.salesforce.com/ Salesforce Media Cloud resources: https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 104
Which two actions take place, when an insertion order is created and submitted in media cloud advertising sales management (ASM)?

- A. order is submitted to B2B commerce Order Management
- B. the orchestration plan is created and can be viewed
- C. a flow is initiated for asset creation and billing
- D. order is submitted to industries order management

Answer: C,D

Explanation:
When an insertion order is created and submitted in the Media Cloud Advertising Sales Management (ASM), several key actions take place:
A flow is initiated for asset creation and billing: This step involves initiating processes for creating the necessary ad assets and setting up billing arrangements for the advertiser. It ensures that all creative materials are prepared and billing is set up in accordance with the terms of the insertion order.
Order is submitted to industries order management: This involves integrating the order into Salesforce's broader industries order management system. This step is crucial for ensuring the order is processed and managed efficiently within the larger ecosystem of Salesforce's industry-specific solutions.
These actions are essential for transitioning from the sales phase to the execution phase of ad campaigns within the Salesforce Media Cloud environment.
References:
Salesforce Advertising Sales Management documentation:https://help.salesforce.com/ Salesforce Industries Order Management resources: https://www.salesforce.com/products/industries/order- management/

NEW QUESTION # 105
During a google ad manager (GAM) order orchestration, which two steps does a media planner need to complete manually in the GAM server?

- A. check availability of inventory in GAM
- B. associate the creatives to a line item in GAM
- C. check if creatives are loaded in GAM
- D. create order in GAM

Answer: B,C

Explanation:
During a Google Ad Manager (GAM) order orchestration, a media planner needs to complete some steps manually in the GAM server, including associating the creatives to a line item in GAM (A) and checking if creatives are loaded in GAM (D). These manual steps are necessary because they involve specific actions within the GAM interface that require human intervention, such as verifying creative assets and ensuring they are correctly linked to the appropriate ad campaign line items.References:
https://support.google.com/admanager/answer/179039?hl=en
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 106
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