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Salesforce Media Cloud Consultant Exam Sample Questions (Q23-Q28):

NEW QUESTION # 23
Due to internal and external security compliance requirments, a customer need to mask a number of custom text fields, besides implementing Field Level Security. These field values have less than 100 characters in length. However, a select group of users are allowed to view these field values as a part of their daily work.
How should a consultant implements this?

- A. implements field-level security and configure profiles
- B. implements data classification and masking

- C. implements salesforce classic encrypting and permission set
- D. implement salesforce shield platform encryption and configure profiles

Answer: D

Explanation:
To mask custom text fields while meeting security compliance requirements and allowing select users to view the field values, a consultant should implement Salesforce ShieldPlatform Encryption (B) and configure profiles accordingly. Shield Platform Encryption provides a higher level of data protection by encrypting sensitive data at rest without compromising application functionality. By configuring profiles, the consultant can specify which users or groups have the permission to view the decrypted field values, ensuring compliance with both internal and external security mandates.References:
https://help.salesforce.com/articleView?id=sf.security_pe_overview.htm
https://help.salesforce.com/articleView?id=sf.pe_profiles_perm_sets.htm

NEW QUESTION # 24
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. postCartsItems
- D. createCart

Answer: A

Explanation:
In the context of Industries CPQ (Configure, Price, Quote), the API method that needs to be called from the integration procedure to return pricing information from the out-of-the-box pricing plan ispriceCart. This method is responsible for calculating the prices of items in a cart based on the defined pricing rules and structures within the CPQ system. By invoking this method, the integration procedure can retrieve accurate and up-to-date pricing information for the items selected by the customer.
References:
Salesforce Industries CPQ documentation:https://help.salesforce.com/
Salesforce CPQ API resources:https://developer.salesforce.com/

NEW QUESTION # 25
A customer is using media cloud and they need to report on how well a digital advertising campaign is performing. The company is using google ad manager as one of their primary data sources. Which productshould a consultant implement to analyze campaign performance?

- A. marketing cloud intelligence
- B. custom reporting solution
- C. standard salesforce reporting and dashboards
- D. CRM analytics

Answer: A

Explanation:
For analyzing the performance of a digital advertising campaign, especially when integrating data from Google Ad Manager,Marketing Cloud Intelligenceis the recommended product. This Salesforce tool offers advanced analytics capabilities, integrating data from various sources, including Google Ad Manager, to provide in-depth insights into campaign performance. It enables the creation of customized reports and dashboards that reflect key performance indicators, making it an essential tool for assessing and optimizing digital advertising campaigns.
References:
Salesforce Marketing Cloud Intelligence documentation: https://help.salesforce.com/articleView?
id=mc_overview.htm
Salesforce Google Ad Manager Integration Guide: Available through Salesforce Marketing Cloud Intelligence resources

NEW QUESTION # 26

Apublishing company is evaluating Salesforce for the below functionalitis: a) lead to opportunity b) case management c) a media-specific data model d) OmniStudio capabilities. What is the minimum salesforce licenses a consultant should suggest?

- A. media cloud basic
- B. media cloud publishing
- C. media cloud advanced
- D. media cloud growth

Answer: B

Explanation:
For a publishing company requiring functionalities like lead to opportunity, case management, a media-specific data model, and OmniStudio capabilities, the Media Cloud Publishing license is the most suitable. This license package is designed to cater to the unique needs of publishing companies, incorporating core Salesforce features along with media-specific enhancements and the advanced tools provided by OmniStudio for designing customer-centric experiences and workflows.References:https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 27
Which three marketing cloud intelligence integration methods can a consultant use to ingest and integrateall available channels as well as first and third party data source, to create a cross-channel optimization platform?

- A. data mapping visualizer
- B. totalConnect
- C. API connectors
- D. Marcketing cloud intelligence data lake stream
- E. Data raptor

Answer: B,C,D

Explanation:
For ingesting and integrating all available channels as well as first and third-party data sources to create a cross-channel optimization platform, a consultant can use:
TotalConnect: This method allows for the ingestion of data from various sources, enabling a comprehensive view of customer interactions and campaign performance across channels.
Marketing Cloud Intelligence Data Lake Stream: Leveraging this integration method facilitates the streaming of large volumes of data into Marketing Cloud Intelligence, supporting real-time analytics and insights.
API Connectors: These connectors provide a flexible and customizable way to integrate disparate data sources with Salesforce, enabling seamless data exchange and integration.
Utilizing these integration methods allows for the creation of a unified platform that optimizes cross-channel marketing efforts, leveraging data from diverse sources for comprehensive analysis and insights.
References:
Salesforce Marketing Cloud Intelligence documentation:https://help.salesforce.com/ Salesforce API Documentation: https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/

NEW QUESTION # 28
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