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Valid Exam Media-Cloud-Consultant Practice | New Media-Cloud-Consultant Test Questions

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Salesforce Media Cloud Consultant Exam Sample Questions (Q79-Q84):

NEW QUESTION # 79

A publisher wants to share the omniscrypt with a subset of partners through the experience cloud. An administrator has created a page variation and added the omniscrypt to the page, but the subgroup of partner users are reporting they not seeing any changes in the experience site page. Which three actions should the administrator take to help troubleshoot this issue?

- A. validate that the latest version of the omniscrypt is enabled
- B. validate that the user has the mediacloudCCRuntime permission set license assigned
- C. validate that the audience for the page variation is correctly defined as assigned
- D. validate that the page variation is published
- E. validate flexcards are being activated with the community page and community default as targets

Answer: A,C,D

Explanation:

When partners report not seeing changes in the Experience Cloud site, the administrator should consider several factors to troubleshoot the issue. Firstly, ensure that the page variation containing the OmniScript is published (B). An unpublished page

variation will not be visible to users. Secondly, check if the latest version of the OmniScript is enabled(C), as older versions may not reflect recent changes or functionalities. Lastly, verify that the audience for the page variation is correctly defined and assigned (E). The audience settings determine which subset of users can view the page variation. Incorrect audience assignment can lead to visibility issues for intended users. References:

<https://help.salesforce.com/>

https://developer.salesforce.com/docs/atlas.en-us.omniscript_best_practices.meta/omniscript_best_practices/omniscript_manage_versions.htm

https://help.salesforce.com/articleView?id=networks_customize_pages_for_audiences.htm

NEW QUESTION # 80

A broadcaster, who has implemented media cloud, wants to have a comparative view of planned versus actual revenue based on actual impressions. In which two ways can a consultant obtain both planned and actual revenue amounts?

- A. planned revenue from media cloud and actuals from Ad server
- B. planned revenue and actuals from Ad server
- C. planned revenue from Ad server and actuals from Media Cloud
- D. planned revenue and actuals from media cloud

Answer: A,C

Explanation:

For a broadcaster implementing Media Cloud to have a comparative view of planned versus actual revenue, they need to obtain data from both Media Cloud and their Ad server. Planned revenue can be derived from Media Cloud where advertising campaigns, including their budget and expected revenue, are managed (B, D).

Actual revenue, on the other hand, is based on the real-world performance of ads, such as the number of impressions or clicks, which is typically tracked by an Ad server (B, D). Therefore, to obtain a comprehensive comparative view, data should be collated from both Media Cloud for planned figures and the Ad server for actual revenue. References:

<https://help.salesforce.com/>

<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 81

An administrator is mapping a user to media cloud personas. In the current role, the user builds media plans from request for proposals, reviews past performance to gain insight, and proposes proactive solutions. To which persona should the user be mapped?

- A. yield manager
- B. designer
- C. media planner
- D. ad ops

Answer: C

Explanation:

The user in question, who builds media plans from requests for proposals, reviews past performance for insights, and proposes proactive solutions, best fits the Media Planner persona (A). This role involves strategizing and planning advertising campaigns, analyzing performance data, and making informed decisions to optimize future media plans, aligning closely with the responsibilities described. References:

<https://help.salesforce.com/>

<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 82

A publisher wants to share the omniscript with a subset of partners through the experience cloud. An administrator has created a page variation and added the omniscript to the page, but the subgroup of partner users are reporting they are not seeing any changes in the experience site page. Which three actions should the administrator take to help troubleshoot this issue?

- A. validate that the latest version of the omniscript is enabled
- B. validate that the user has the mediacloudCCRuntime permission set license assigned
- C. validate that the audience for the page variation is correctly defined as assigned

- D. validate that the page variation is published
- E. validate flexcards are being activated with the community page and community default as targets

Answer: A,C,D

Explanation:

When partners report not seeing changes in the Experience Cloud site, the administrator should consider several factors to troubleshoot the issue. Firstly, ensure that the page variation containing the OmniScript is published (B). An unpublished page variation will not be visible to users. Secondly, check if the latest version of the OmniScript is enabled(C), as older versions may not reflect recent changes or functionalities. Lastly, verify that the audience for the page variation is correctly defined and assigned (E). The audience settings determine which subset of users can view the page variation. Incorrect audience assignment can lead to visibility issues for intended users. References:

<https://help.salesforce.com/>

https://developer.salesforce.com/docs/atlas.en-us.omniscript_best_practices.meta/omniscript_best_practice

https://help.salesforce.com/articleView?id=networks_customize_pages_for_audiences.htm

NEW QUESTION # 83

A media cloud customer has a requirement of showing different fields to different groups of users so that confidentiality of information is maintained. For example, business unit A users cannot view quotes of business unit B and vice versa. However, both business units are supported by a single operations team who need to see both quote types. Managers need to be able to view and edit records of their team members. Which three sharing and visibility settings are relevant for consideration in this scenario?

- A. field level security
- B. enterprise territory management
- C. sharing rules
- D. sharing group
- E. organization wide default

Answer: A,C,E

Explanation:

To ensure confidentiality of information among different groups of users in a Media Cloud customer scenario, where business unit A users cannot view quotes of business unit B and vice versa, the relevant sharing and visibility settings to consider are Organization Wide Defaults, Sharing Rules, and Field Level Security.

Organization Wide Defaults set the baseline level of access, Sharing Rules can extend access based on specific criteria, and Field Level Security controls visibility to specific fields within records, ensuring that information is only accessible to the appropriate users or groups.

References:

Salesforce Security Guide: https://help.salesforce.com/articleView?id=sf.security_data_access.htm Salesforce Field Level Security documentation:

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

NEW QUESTION # 84

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