

# Salesforce-Media-Cloud Valid Test Experience & Valid Salesforce-Media-Cloud Test Voucher



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## Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>• Design: This section of the exam measures the skills of a Salesforce Media Cloud Consultant and covers the process of designing scalable and efficient Media Cloud solutions. It focuses on creating solution flows using ASM capabilities, applying best practices in solution architecture, recommending product model and pricing strategies, and aligning designs with the Media Cloud data model. It also evaluates the candidate's ability to set up sharing and permission sets, identify integration points, assess reporting needs, and determine deployment strategies that fit within a CI</li> <li>• CD environment.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>• Discovery: This section of the exam measures the skills of a Salesforce Solution Architect and covers the ability to assess business and technical requirements for implementing Media Cloud applications. It includes determining the technical scope for a statement of work (SOW), mapping use cases to Salesforce Media Cloud components, understanding how third-party systems integrate with the Media Cloud ecosystem, outlining system flows based on the existing business environment, and identifying relevant non-functional requirements based on customer needs.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• Implement: This section of the exam measures skills of a Salesforce Solution Architect and focuses on implementing the Media Cloud solution based on business and technical requirements. It includes supporting CI</li> <li>• CD deployment processes, planning data migration with an understanding of the data model, selecting appropriate integration approaches for media-specific contexts, applying security settings to control data access, and ensuring performance outcomes align with defined KPIs and non-functional expectations.</li> </ul>

## Valid Salesforce-Media-Cloud Test Voucher - Real Salesforce-Media-Cloud Exams

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### Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q16-Q21):

#### NEW QUESTION # 16

A Sales Executive creates a quote. When the quote status is changed to Client Approved, it should automatically be submitted for approval. The approver needs to be a queue instead of an individual Salesforce user.

How can this be achieved in the system?

- A. Invoke Approval Process created on a custom object having lookup to Quote and keep Queue as Approver.
- **B. Invoke Approval Process on Quote and keep Queue as Approver.**
- C. Invoke Approval Process created on Opportunity linked to the Quote and keep Queue as Approver.
- D. Invoke Approval Process created on individual QuoteLineItem and keep Queue as Approver.

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Approval processes on the Quote object can be configured to automatically submit for approval when status changes, and queues can be assigned as approvers. This is a standard Salesforce approval process setup and does not require custom objects or linked objects.

Reference:

Salesforce Approval Processes

[https://help.salesforce.com/s/articleView?id=sf.approval\\_process.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.approval_process.htm&type=5)

#### NEW QUESTION # 17

An Administrator is mapping a user to Media Cloud personas. In the current role, the user builds media plans from request for proposals (RFPs), reviews past performance to gain insights, and proposes proactive solutions.

To which persona should the user be mapped?

- A. Yield Manager
- B. Ad Ops
- C. Designer
- **D. Media Planner**

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Media Planner persona is responsible for creating media plans based on RFPs, analyzing past campaign data, and proposing strategic media buys. Yield Managers focus more on inventory optimization, Designers on creative development, and Ad Ops on campaign execution.

Reference:

Media Cloud Persona Mapping Guide

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

#### NEW QUESTION # 18

A customer has a requirement to allow the Operations team to edit Quote records in order to perform 'Create and Submit Order' action only when the corresponding opportunity has reached a specific status called 'Closed Won'. Sales users will remain as the

record owners of Quotes and Orders for reporting purposes. The organization wide default setting for Quote and Order object is private.

How should a Consultant solve this requirement with minimal customization?

- A. Sales users will use manual sharing in order to share order records once Opportunity status is 'Closed Won'.
- **B. Configure a criteria-based sharing rule to share order records once Opportunity status is 'Closed Won'.**
- C. Share order records programmatically using Apex whenever Opportunity status is 'Closed Won'.
- D. Configure role hierarchy, such that the Operations team is higher than the Sales users in the same hierarchy group.

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Since the OWD for Quote and Order is private, sharing must be explicitly granted for the Operations team to edit records when Opportunity status is 'Closed Won'. Criteria-based sharing rules are the preferred low-maintenance Salesforce declarative approach for this scenario, sharing records based on field values without custom code. Manual sharing is less scalable, role hierarchy changes may affect ownership and reporting, and Apex sharing is a heavier customization.

Reference:

Salesforce Sharing Rules Documentation

Media Cloud ASM Security and Sharing Best Practices

[https://help.salesforce.com/s/articleView?id=sf.sharing\\_rules.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.sharing_rules.htm&type=5)

#### NEW QUESTION # 19

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

Choose 3 answers

- A. Rule Engine Runtime
- **B. MediaCloudPlus Runtime**
- **C. Media Cloud Base User**
- **D. OmniStudioUser**
- E. MediaCloud Runtime

**Answer: B,C,D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

A Media Planner requires permission sets for OmniStudioUser to work with OmniStudio tools, MediaCloudPlus Runtime for ASM features, and Media Cloud Base User to access basic Media Cloud data and features. Rule Engine Runtime and MediaCloud Runtime are more specialized and not strictly required for planners.

Reference:

Media Cloud User Setup Guide

Salesforce Permission Sets for ASM

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

#### NEW QUESTION # 20

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

**Answer: A,D**

Explanation:



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