2026 Authoritative Certification Salesforce-Media-Cloud Test Questions Help You Pass Salesforce-Media-Cloud Easily

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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 • 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.
Topic 2	• 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.

Topic 3	• 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 • CD environment.

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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q22-Q27):

NEW QUESTION # 22
A customer has the necessary licenses and dependent packages installed and would like to install the Advertising Sales Management (ASM) package.
Which step needs to be taken in order to do this?

- A. Request a trial org of the ASM package in the Salesforce Industries Media and Entertainment Process Library. Use the trial org requested as the source org for the target sandbox.
- B. Go to the Vlocity CMT administration tab in the production org, search for the ASM app, and select enable. Then refresh the target sandbox.
- C. Find the installed package of Salesforce Industries Communications, Media, and Energy managed package in the setup of the sandbox instance and enable ASM.
- D. Install by using a release package installation link from Salesforce Industries success community, selecting the industries applications package that is generally available (GA) for the target sandbox.

Answer: D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
The official way to install ASM is via the release package installation link provided in the Salesforce Industries Success Community. This ensures installing the latest GA version for the target sandbox. Other options refer to trial orgs or enabling existing packages but do not follow the official installation path.
Reference:
Media Cloud ASM Installation Guide
https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_installation.htm&type=5

NEW QUESTION # 23
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. Media Planner
- B. Ad Ops

- C. Yield Manager
- D. Designer

Answer: A

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

NEW QUESTION # 24
Which two objects should a Consultant ensure the user has write access to, for the Seller to create media plans for Digital products using the Advertising Sales Management (ASM) Create Media Plan OmniScript?
Choose 2 answers

- A. Media Content Title
- B. Quotes
- C. Ad Quote Line
- D. Order

Answer: B,C

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
To create digital media plans via ASM OmniScript, users require write access to Quote and Ad Quote Line objects because these store the media plan and its line items. Order and Media Content Title are not directly involved in the creation step.
Reference:
Media Cloud ASM OmniScript Setup
https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_omniplan_access.htm&type=5

NEW QUESTION # 25
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. Configure a product using Product Designer and associate the product to an Ad Space Specification.
- C. Create the required characteristics of the products in the Product object and configure the required products using the Product page layout.
- D. 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.

Answer: B

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Product Designer in Media Cloud allows modeling complex advertising products efficiently by associating them with Ad Space Specifications, ensuring correct mapping to ad inventory. This approach streamlines product configuration for sales users. Creating custom objects or relying solely on Product page layouts is less efficient and lacks native support for media-specific attributes.
Reference:
Media Cloud Product Designer Guide
Advertising Product Modeling Best Practices
https://help.salesforce.com/s/articleView?id=sf.media_cloud_product_designer.htm&type=5

NEW QUESTION # 26

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

Answer: B,C

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Determining compatibility with existing ad servers and the types of ad products involved is critical when evaluating Media Cloud ASM as a replacement. Knowing ad server integration needs ensures technical fit, while product types determine if ASM supports the business model. Marketing automation systems and ad format dimensions are less critical at this stage.
Reference:
Media Cloud ASM Evaluation Checklist
Salesforce Media Cloud Integration Guidelines
https://help.salesforce.com/s/articleView?id=sf.media_cloud_evaluation.htm&type=5

NEW QUESTION # 27

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