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Exam Questions for Salesforce Media-Cloud-Consultant in PDF Format

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Salesforce Media Cloud Consultant Exam Sample Questions (Q48-Q53):

NEW QUESTION # 48

Which standard media cloud advertising sales management component gathers live and campaign performance data?

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

Answer: D

Explanation:

The standard Media Cloud Advertising Sales Management component that gathers live and campaign performance data is Marketing 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 # 49

AB2B advertising publishing company wants to start advertising sales management components migration from the source org to the target org. Which two tools can they use to migrate advertising sales management components?

- A. **unmanged packages**
- B. IDX workbench
- C. IDX build tool
- D. **change sets**

Answer: A,D

Explanation:

For migrating Advertising Sales Management components from a source org to a target org, unmanaged packages and change sets are two effective tools. Unmanaged packages allow for the grouping of various components for deployment to another org, whereas change sets enable the transfer of specific customizations from one Salesforce org to another directly. Both methods facilitate the migration of configurations and customizations integral to Advertising Sales Management.

References:

Salesforce Change Sets documentation: <https://help.salesforce.com/>

Salesforce Unmanaged Packages Guide:

https://developer.salesforce.com/docs/atlas.en-us.packagingGuide.meta/packagingGuide/packaging_packa

NEW QUESTION # 50

Which sObject defines the resolution of the device used when an ad needs to be displayed as part of digital ad sales?

- A. media channel
- B. product
- C. media content title
- D. **ad creative size type**

Answer: D

Explanation:

The Ad Creative Size Types Object in Salesforce Media Cloud defines the resolution and dimensions required for ad creatives to be properly displayed across different devices. This object is crucial in digital ad sales as it ensures that ads are appropriately formatted and rendered on various screens, enhancing the viewer's experience and the effectiveness of the advertisement. By specifying the resolution and size of ad creatives, this object helps in maintaining consistency and quality in ad presentations across different media channels.

References:

Salesforce Media Cloud documentation: <https://help.salesforce.com/>

Salesforce Advertising Sales Management resources: <https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 51

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business and Google Ad Manager (GAM). They want to have a complete view of their media plans using dashboards.

Which system integration provides built-in dashboards to integrate with the ASM application?

- A. Tableau
- **B. Marketing Cloud Intelligence**
- C. Google Data Studio
- D. CRM Analytics

Answer: B

Explanation:

Marketing Cloud Intelligence (formerly Datorama) provides built-in dashboards designed for Media Cloud ASM, offering cross-channel campaign performance visibility. While Tableau and CRM Analytics offer reporting, MCI is the Salesforce-native integrated solution specifically targeting media plans and ad campaigns in ASM. Google Data Studio is a separate Google product not embedded in Salesforce.

References:

Media Cloud ASM Analytics Integration

Marketing Cloud Intelligence Overview: https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci_dashboards.htm&type=5

NEW QUESTION # 52

Which tool should a consultant include in the design for a media cloud advertising sales management (ASM) org when looking to enable a company to track campaign performance from external servers?

- A. CRM analytics
- B. third party tools (DOMO, PowerBI, etc)
- C. standard salesforce report and dashboard
- **D. marketing cloud intelligence**

Answer: D

Explanation:

To enable a company to track campaign performance from external servers within a Media Cloud Advertising Sales Management (ASM) org, the consultant should include Marketing Cloud Intelligence in the design.

Marketing Cloud Intelligence provides advanced analytics and data integration capabilities, allowing companies to aggregate, analyze, and visualize data from various sources, including external servers. This tool enables the tracking of campaign performance across different platforms and media, offering comprehensive insights into the effectiveness of advertising campaigns.

References:

Salesforce Marketing Cloud Intelligence documentation: <https://help.salesforce.com/>
Salesforce Media Cloud resources: <https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 53

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