

Salesforce AP-217 Exam Questions [2026] Right Preparation Material



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Salesforce Media Cloud Accredited Professional Sample Questions (Q35-Q40):

NEW QUESTION # 35

What are two roles of Marketing Cloud Intelligence in Media Cloud?

Choose 2 answers

- A. Acts as a customer data platform
- B. Acts as a data lake for customer data insights
- C. Campaign performance using Media Cloud and Ad Server data
- D. Campaign reporting using Media Cloud and Ad Server data

Answer: C,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence functions to provide campaign reporting and performance analytics by combining Media Cloud and Ad Server data. It is not a customer data platform or a generic data lake, but a specialized marketing analytics solution.

Reference:

Marketing Cloud Intelligence Roles

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

NEW QUESTION # 36

Which set of components are delivered as part of the managed package?

- A. FlexiPages, Custom Labels, Vlocity Integration Settings, Custom Layouts
- B. FlexiPages, Custom Labels, Data Model, Media Service
- C. OmniScript Definitions, CPQ APIs, Apex Classes, Lightning Web Components
- D. OmniScript Definitions, CPQ APIs, FlexiPages, Custom Labels

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The managed package includes OmniScript Definitions, CPQ APIs, Apex Classes, and Lightning Web Components as core functional components to deliver Media Cloud features. Other sets list supporting components but not the full package essentials.

Reference:

Media Cloud Package Contents

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

NEW QUESTION # 37

Which two actions take place, when an insertion order is created and submitted in Media Cloud Advertising Sales Management (ASM)?

Choose 2 answers

- A. Order is submitted to B2B Commerce Order Management
- B. The orchestration plan is created and can be viewed
- C. Order flow is initiated for asset creation and billing
- D. Order is submitted to Industries Order Management

Answer: C,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Upon insertion order submission, Media Cloud triggers an order flow that initiates asset creation and billing processes. Additionally, the order is handed over to Industries Order Management for orchestration across external systems such as ad servers and billing platforms. B2B Commerce is not involved in ad order fulfillment.

Reference:

Media Cloud Order Management Process

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

NEW QUESTION # 38

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require Sales Representatives and Media Planners to sell their digital ad products with targeting selections for geo targeting, day/time targeting, content targeting, and user's OS targeting.

Which type of targeting is available with Media Cloud?

- A. Day/Time Targeting
- B. Geo Targeting
- C. Content Targeting
- D. User's OS Targeting

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud supports Geo Targeting as part of its standard digital ad targeting capabilities, allowing advertisers to specify geographic locations for their ads. Content Targeting, Day/Time Targeting, and User's OS Targeting are generally managed by the Ad Server or external DSP platforms, not Media Cloud out-of-the-box.

Reference:

Media Cloud Digital Ad Targeting Features

Salesforce Media Cloud Product Guide

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

NEW QUESTION # 39

A publisher needs to check ad server inventory as part of the media plan creation process.

Which ad server is supported by standard Media Cloud Advertising Sales Management (ASM) features?

- A. Campaign Manager 360
- **B. Google Ad Manager**
- C. Sizmek
- D. Openx

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Google Ad Manager (GAM) is the only ad server with out-of-the-box integration supported in Media Cloud ASM. This enables inventory checks, campaign booking, and reporting directly through Media Cloud interfaces. Other servers require custom integrations.

Reference:

Media Cloud Supported Ad Servers

Google Ad Manager Integration Guide

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

NEW QUESTION # 40

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