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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q28-Q33):

NEW QUESTION # 28

Which out-of-the-box custom object is meant to represent sub-deals with their respective details (amount, date, etc.) to be captured?

- A. QuoteMember
- B. QuoteProductRollup
- C. QuotePricingAdjustment
- **D. QuoteGroup**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The QuoteGroup object in Media Cloud ASM is designed to represent sub-deals within a quote, capturing details like amounts and dates for these groupings. It allows segmentation of quotes into logical deal components. The other objects focus on pricing adjustments, membership, or product rollups but do not represent sub-deals.

Reference:

Media Cloud ASM Data Model Guide

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

NEW QUESTION # 29

Which Industries CPQ API method needs to be called from the integration procedure that returns the pricing information from the out-of-the-box pricing plan?

- A. createCart
- **B. priceCart**
- C. postCartsItems
- D. putCartsItems

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The priceCart API method is used to calculate and return pricing information for items in a cart based on the pricing plans configured in Industries CPQ. Other methods relate to creating or updating cart items but not to pricing retrieval.

Reference:

Industries CPQ API Documentation

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

NEW QUESTION # 30

A publisher is working with Agents, which is Home's agency, to advertise Home's products.

How should a Consultant create and relate these records in Advertising Sales Management (ASM)?

- A. Create Home and Agents as Accounts without specific Record Types.
- B. Create a Home Account and Agents as a Contact on the Home Account.
- C. Create a Home Account and create an Agents Account with a Brand Record Type.
- **D. Create a Home Account and create an Agents Account with an Agency Record Type.**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

In Media Cloud ASM, Advertisers and Agencies are modeled as Accounts with different Record Types. The agency should be an Account with the Agency Record Type to reflect its role properly in the hierarchy and relationships. Contacts belong to Accounts but Agencies are best represented as distinct Account records for clarity and reporting. Brand Record Type is typically used for product branding, not agencies.

Reference:

Media Cloud ASM Data Model Guide

Salesforce Account Record Types Best Practices

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

NEW QUESTION # 31

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?

Choose 2 answers

- **A. Planned revenue and actuals from Media Cloud**
- B. Planned revenue from Ad Server and actuals from Media Cloud
- **C. Planned revenue from Media Cloud and actuals from Ad Server**
- D. Planned revenue and actuals from Ad Server

Answer: A,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud is designed to provide planned revenue figures as part of the media planning and booking process, while actual revenue data often comes from external Ad Servers that track delivery and impressions. To have a complete comparative view, consultants commonly combine planned revenue data maintained within Media Cloud with actual revenue data retrieved from the Ad Server, or use Media Cloud's integrated capabilities if actuals are captured there. Salesforce Media Cloud documentation supports this dual approach to revenue tracking by integrating planned data internally and actuals from connected Ad Servers for accurate financial analysis and reporting.

Reference:

Media Cloud Implementation Guide - Revenue Management Section

Salesforce Media Cloud Overview on Revenue Data Integration

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

NEW QUESTION # 32

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

Answer: C

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 # 33

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