Quiz Salesforce-Media-Cloud - Valid Latest Salesforce Media Cloud Accredited Professional (AP) Exam Exam Duration

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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	• 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.
Topic 3	• 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.

Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q20-Q25):

NEW QUESTION # 20
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 from Media Cloud and actuals from Ad Server
- B. Planned revenue and actuals from Ad Server
- C. Planned revenue and actuals from Media Cloud
- D. Planned revenue from Ad Server and actuals from Media Cloud

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 # 21

A company has purchased the Media Cloud solution. The IT Manager in charge of the deployment wants to understand which tools in Media Cloud can be used to map the legacy system data model to the Media Cloud data model?

Which two tools should the Consultant mention to the IT Manager in this case?

Choose 2 answers

- A. Setup / Object Manager
- B. IDX Build Tool
- C. Schema Builder
- D. IDX Workbench

Answer: B,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

IDX Workbench and IDX Build Tool are Salesforce-provided tools for managing Media Cloud metadata and data migration, allowing mapping from legacy systems to the Media Cloud data model. Schema Builder and Setup/Object Manager are Salesforce tools for standard metadata but not specialized for Media Cloud data mapping.

Reference:

Media Cloud Data Migration and Mapping Tools

IDX Workbench and Build Tool Documentation

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

NEW QUESTION # 22

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. Create the required characteristics of the products in the Product object and configure the required products using the Product page layout.
- B. Configure a product using Product Designer and associate the product to an Ad Space Specification.
- C. 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.
- D. Configure an OmniScript that will retrieve the products from Google Ad Manager and will be used in sales processes.

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 # 23

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business. During the creation of a media plan, a Consultant wants to see analytical insights using the View Insights button on the Add and Configure Placements screen.

Which system should the Consultant use to achieve this?

- A. Custom Ad Server
- B. Google Ad Manager
- C. Marketing Cloud Intelligence
- D. Tableau

Answer: C

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Marketing Cloud Intelligence provides advanced analytical insights integrated into Media Cloud ASM, including the View Insights feature in media plan placement. This system offers cross-channel campaign performance data, which cannot be achieved through custom ad servers or GAM alone.
Reference:
Media Cloud ASM Analytics Integration
Marketing Cloud Intelligence Overview
https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci_integration.htm&type=5

NEW QUESTION # 24

During proposal line item creation, a Consultant needs to be able to select a value for a picklist type attribute.
Which non-overridable behavior must the Consultant select during the assignment to the parent object type?

- A. Is Encrypted
- B. Is Not Assetizable
- C. Run-time Configurable
- D. Is Not Translatable

Answer: C

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Run-time Configurable behavior allows the picklist values to be determined dynamically during runtime rather than being statically assigned. This is critical in proposal line items to select picklist values that may change or depend on other variables dynamically. The other options either disable functionality (Is Not Assetizable), restrict translations, or encrypt values but do not allow dynamic selection.
Reference:
Salesforce Media Cloud Data Model Guide
Proposal Line Item Configuration Best Practices
https://help.salesforce.com/s/articleView?id=sf.media_cloud_proposal_line_item.htm&type=5

NEW QUESTION # 25

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