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Salesforce Media Cloud Consultant Exam Sample Questions (Q78-Q83):

NEW QUESTION # 78
A digital publisher wants to integrate its google ad manager (GAM) server with advertising sales management (ASM). Which set of object need to be populated in this scenario?

- A. adserver,ad server account, and ad server advertiser
- B. ad server, ad server application, and ad server user
- C. adserver,ad server application, and ad server advertiser
- D. ad server, ad server account, and ad server user

Answer: B

Explanation:
When integrating Google Ad Manager (GAM) server with Advertising Sales Management (ASM), the set of objects that need to be populated includes the Ad Server, Ad Server Application, and Ad Server User (A).
This combination ensures that the GAM server isproperly linked with ASM, allowing for the synchronization of ad server configurations, user permissions, and application-specific settings, facilitating seamless integration and management of advertising operations.References:
https://help.salesforce.com/
https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/sforce_api_objects_list.htm

NEW QUESTION # 79
A consultant is asked to help design a solution which could aid a company is expanding their reach into the small and medium business segment. This has traditionally been a challenge for a company in the direct-sales channel because the small and medium business greatly outnumber the sales team. What should the consultant do in the design to allow for advertisers/Agency to self-service their media plans?

- A. build an experience cloud with the customer service template for the advertiser to navigate the product catalog and configure the products in the site
- B. set up a public user, which anyone can use to create their own media plan, and provide their company information in the record detail
- C. leverage the advertising sales management self-care feature so that approved advertiser/agency can access an experience cloud portal where they can create and track their media plans
- D. set up web-to-lead and have the advertiser/agency submit their media plan through a website so the sales team can later take ownership of the record and follow up to finalize the media plan.

Answer: C

Explanation:
To expand reach into the small and medium business segment and enable self-service for media planning, leveraging the Advertising Sales Management self-care feature through an Experience Cloud portal is the most effective solution. This approach allows approved advertisers or agencies to access a dedicated portal where they can autonomously create, modify, and track their media plans. This self-service capability not only enhances the customer experience by providing direct control over their media planning activities but also alleviates the workload on the sales team, making it easier to scale operations and reach a broader audience.
References:
Salesforce Experience Cloud documentation: https://www.salesforce.com/products/experience-cloud/overview/
Salesforce Advertising Sales Management resources: https://www.salesforce.com/products/media-cloud/solutions/advertising-sales-management/

NEW QUESTION # 80

When using advertising sales managment (ASM), what are the two reccomended ways to integrate with google ad manage (GAM) to retrieve information, such as inventory managment, or to publish a campaign to GAM?

- A. Pre-Built orchestration plan
- B. check availability integration procedure
- C. apex callable interfaces
- D. dataRaptors on Interface Tables

Answer: A,B

Explanation:
When integrating Advertising Sales Management (ASM) with Google Ad Manager (GAM), two recommended ways include using the Check Availability Integration Procedure (A) and Pre-Built Orchestration Plan (D). The Check Availability Integration ensures real-time verification of ad inventory against the planned campaigns, preventing overbooking and optimizing ad space utilization. The Pre-Built Orchestration Plan provides a structured workflow for integrating with GAM, facilitating seamless campaign publishing and data synchronization between Salesforce and GAM.References:
https://help.salesforce.com/
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 81
A company has purchased the media cloud solution. the it manager in charge of the deployement wants to understand which tools in media cloud can be used to mae legacy system data model to the media cloud data model? Which two tools should the consultant metion to the IT manager in this case?

- A. schema builder
- B. IDX workbench
- C. IDX build tool
- D. setup / object manager

Answer: B,C

Explanation:
In mapping legacy system data models to the Media Cloud data model, the IDX Build Tool and IDX Workbench are the recommended tools. The IDX Build Tool helps in constructing and customizing data integrations, facilitating the alignment of legacy data structures with Salesforce's data model. IDX Workbench, on the other hand, provides a more interactive environment for managing and testing data mappings and transformations, ensuring seamless integration between legacy systems and Media Cloud. These tools are designed to streamline the integration process, making it easier for IT managers to transition their existing data into the Salesforce ecosystem.References:https://developer.salesforce.com/

NEW QUESTION # 82
A media cloud customer is already running advertising sales management (ASM) on an org and wants to upgrade from an older release. What should a consultant do before migration?

- A. customize or modify the newer ASM components
- B. activate custom lightning web components and FlexCards
- C. take a backup of any newer ASM components
- D. Take a backup of any customized or modified older ASM components

Answer: D

Explanation:
Before migrating or upgrading Advertising Sales Management (ASM) in Salesforce Media Cloud, it's crucial to safeguard existing customizations and modifications. Taking a backup of any older ASM components that have been customized or modified ensures that custom functionalities and integrations are preserved during the upgrade process. This step is essential to avoid data loss and to maintain the integrity of custom workflows, processes, and configurations that have been tailored to the business's unique requirements.
References:https://help.salesforce.com/

NEW QUESTION # 83
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