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Salesforce Media Cloud Accredited Professional Sample Questions (Q52-Q57):

NEW QUESTION # 52

A customer is using Media Cloud and they need to report on how well a digital advertising campaign is performing. The company is using Google Ad Manager (GAM) as one of their primary data sources.

Which product should a Consultant implement to analyze campaign performance?

- A. Marketing Cloud Intelligence
- B. CRM Analytics
- C. Standard Salesforce Reporting and Dashboards
- D. Custom Reporting Solution

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence provides advanced analytics capabilities by integrating data from Media Cloud and GAM to deliver comprehensive campaign performance analysis beyond standard reports or custom solutions.

Reference:

Marketing Cloud Intelligence Overview

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

NEW QUESTION # 53

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. User's OS Targeting
- B. Geo Targeting
- C. Content Targeting
- D. Day/Time 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 # 54

A Media Cloud customer utilizes Industries Order Management to manage advertising publishing. Order Management orchestrates the fulfillment steps across multiple external systems, such as inventory management for reserve/assign ad placement, ad servers, and a billing system for invoicing.

Which two guidelines should a Consultant follow when designing an orchestration plan to external systems?

Choose 2 answers

- A. Fully describe all Commercial product entities using product attributes.
- B. Use a single swim lane or orchestration plan for all callouts to all external systems.

- C. Create a master end-to-end plan to sequence the major milestones of all orders.
- D. Create separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing.

Answer: C,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Designing orchestration plans benefits from creating a master end-to-end plan for sequencing order milestones and breaking orchestration into separate plans per functional area (provisioning, logistics, billing) to manage complexity and integration points.

Using a single swim lane or over-describing commercial products is not recommended.

Reference:

Media Cloud Order Management Orchestration

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

NEW QUESTION # 55

A Media Cloud customer needs to integrate Google Ad Manager (GAM) with an existing middleware system using an integration procedure.

What is the most secure way for a Consultant to implement the authentication and credentialing requirements for the integration, while also minimizing customization?

- A. Modification on integration procedure is not needed since this is through middleware and the existing named credential is not utilized.
- B. Implement a custom OAuth to authenticate with middleware, storing credentials in the integration procedure.
- C. Create a new authentication provider with custom metadata and use it within a named credential.
- D. Create a remote action in the integration procedure that calls a custom Apex Class.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Using a Named Credential with a custom Authentication Provider that stores client credentials in custom metadata ensures secure storage and easy maintenance. This reduces the need for custom OAuth flows in the integration procedure or Apex code, which increases complexity and maintenance.

Reference:

Salesforce Named Credentials and Auth Providers

Media Cloud GAM Integration Best Practices

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

NEW QUESTION # 56

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

Answer: A

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 # 57

donnavnpy992060.blogdun.com, poppymnfl177541.blogsvirals.com, www.stes.tyc.edu.tw, neilzuyv207277.wikievia.com, myportal.utt.edu.tt, myportal.utt.edu.tt, myportal.utt.edu.tt, myportal.utt.edu.tt, myportal.utt.edu.tt, myportal.utt.edu.tt, myportal.utt.edu.tt, myportal.utt.edu.tt, myportal.utt.edu.tt, myportal.utt.edu.tt, jesseoakz986030.vblogetin.com, ronorp.net, montyzhca518377.answerblogs.com, Disposable vapes