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

NEW QUESTION # 28

Which core Salesforce object represents a media plan in Advertising Sales Management (ASM)?

- A. Proposal
- B. Media Plan
- **C. Quote**
- D. Opportunity

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Quote object serves as the core representation of a media plan in ASM. Quotes capture the details of proposed ad buys and are central to sales processes. The Media Plan object is more of an extension or custom entity, but Quotes remain the foundational object.

Reference:

NEW QUESTION # 29

A publishing company has been using media cloud decides that they want to use marketing cloud intelligence for analytics. However, there is an OAuth 2.0 authentication issue when attempting to set up data stream setup in marketing cloud intelligence. Where should a consultant go within Salesforce to ensure that the settings in marketing cloud intelligence are set up correctly?

- A. aut.Provider
- **B. named credential**
- C. custom metadata
- D. connected app

Answer: B

Explanation:

When facing OAuth 2.0 authentication issues during the setup of a data stream in Marketing Cloud Intelligence, checking the Named Credential settings within Salesforce is a critical step. Named Credentials provide a secure way to manage authentication details for external services, ensuring that Salesforce can securely connect to Marketing Cloud Intelligence. By verifying and, if necessary, adjusting the Named Credential settings, the consultant can resolve authentication issues, enabling successful data stream setup and integration between Salesforce and Marketing Cloud Intelligence. Reference: <https://help.salesforce.com/>

NEW QUESTION # 30

A home store wants to advertise their products on a particular TV channel owned by a publishing company. Which channel should this media plan include?

- **A. Linear**
- B. Print
- C. Out Of Home (OOH)
- D. Digital

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Linear refers to traditional TV broadcasting channels where advertisements run in a scheduled, linear fashion. Since the home store wants to advertise on a TV channel, the media plan should include the Linear channel type. Digital refers to online channels, Print to newspapers/magazines, and OOH to outdoor advertising formats.

Reference:

Media Cloud Channel Definitions

Advertising Sales Management Media Types

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

NEW QUESTION # 31

A Media Cloud customer is already running Advertising Sales Management (ASM) on an org and wants to upgrade from an older release to a newer release.

What should a Consultant do before migration?

- **A. Take a backup of any customized or modified older ASM components**
- B. Activate Custom Lightning Web Components and FlexCards
- C. Take a backup of any newer ASM components
- D. Customize or modify the newer ASM components

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Before migrating ASM to a newer release, it is crucial to take a backup of any customized or modified components in the existing

(older) release to avoid losing customizations. Newer components should not be customized before migration. Activating new LWC and FlexCards is a post-migration step.

Reference:

ASM Upgrade and Migration Best Practices

https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_upgrade.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. Campaign Manager 360
- C. Sizmek
- D. Google Ad Manager

Answer: D

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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