

Media-Cloud-Consultant Best Preparation Materials - Dumps Media-Cloud-Consultant Questions



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>> **Media-Cloud-Consultant Best Preparation Materials** <<

Dumps Salesforce Media-Cloud-Consultant Questions - Exam Media-Cloud-Consultant Format

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Salesforce Media Cloud Consultant Exam Sample Questions (Q60-Q65):

NEW QUESTION # 60

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

Answer: A

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 # 61

A consultant is working on a new implementation of media cloud for a company and is planning the migration of the data from the legacy solution to media cloud. Which consideration should the consultant take into account for a successful migration?

- A. consultant should exclusively extend the media cloud data model standard object to map the legacy objects
- B. consultant should identify the relevant legacy objects and map them exclusively to the sales cloud data model
- C. consultant should identify the relevant legacy objects and use media cloud media data model objects with custom objects if required
- D. consultant should identify the relevant legacy objects and create brand new custom objects for all those legacy objects

Answer: C

Explanation:

For a successful migration from a legacy solution to Salesforce Media Cloud, it's important to first identify the relevant legacy data objects and then map them to the corresponding objects within the Media Cloud data model. This mapping may involve both standard objects provided by Media Cloud and custom objects that may need to be created to accommodate specific data or functionality not covered by the standard model. This approach ensures a seamless transition of data, preserving its integrity and maintaining continuity of operations. It's also crucial to consider the relationships between objects and any specific business logic that needs to be replicated or adapted in the new environment.

References:

Salesforce Data Migration Guide: <https://developer.salesforce.com/docs/atlas.en-us.dat.meta/dat/> Salesforce Media Cloud documentation: <https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 62

A company is launching a new sports subscription package and needs it configured in media cloud so it can be sold through their customer portal. During the order process, the company will capture the favorite sport of users to provide streaming content in 4K. A new orchestration flow will be implemented to activate the subscription in the streaming server. To configure the subscription package, which three objects will have configuration done in such a way that the information captured can be sent to the fulfillment system?

- A. product relationship
- B. product attributes
- C. customer interaction
- D. product
- E. decomposition relationship

Answer: B,D,E

Explanation:

When configuring a new sports subscription package in Media Cloud, particularly one that captures the favorite sport of users to provide streaming content in 4K, the configuration would involve Product Attributes, the Product itself, and Decomposition Relationship objects. Product Attributes would be used to capture specific information like the user's favorite sport, the Product object represents the subscription package, and Decomposition Relationships help in structuring how this product relates to other components or services in the fulfillment system. This setup ensures that the necessary information is captured and can be effectively communicated to the fulfillment system for subscription activation. References: <https://help.salesforce.com/>

NEW QUESTION # 63

Cloud Kicks is using the Google Ad Manager platform and there is an issue occurring at some point in the transmission of data between the system when an insertion document is being created. What can a consultant do to gather information about the data being passed

between the system?

- A. review the payloads found on the orchestration plan item records
- B. create a list view for the process exception object to show records that match the criteria and consult the results
- C. create a report against the process exception object and resend the insertion Order. if the error continues to occur, consult the report created by the consultant
- **D. start a trace flag under the debug logs, send the payload again, and search for errors**

Answer: D

Explanation:

To gather information about the data being passed between systems, particularly when an issue occurs during the transmission of data for an insertion order, a consultant can start a trace flag under the debug logs, resend the payload, and search for errors (A). This method allows for real-time monitoring and logging of system processes, helping to identify and diagnose the exact point of failure or error in the data transmission.

References:

https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_debugging_system_log.htm

<https://help.salesforce.com/>

NEW QUESTION # 64

Which standard media cloud advertising sales management component gathers live and campaign performance data?

- A. salesforce dashboards
- **B. marketing cloud intelligence**
- C. tableau
- D. CRM analytics

Answer: B

Explanation:

The standard Media Cloud Advertising Sales Management component that gathers live and campaign performance data is Marketing Cloud Intelligence. This tool provides advanced analytics capabilities, allowing users to track and analyze the performance of advertising campaigns across various channels and platforms in real-time. Marketing Cloud Intelligence enables data-driven decision-making by offering insights into campaign effectiveness and audience engagement.

References:

Salesforce Marketing Cloud Intelligence documentation: <https://help.salesforce.com/> Salesforce Media Cloud resources:

<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 65

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