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Salesforce Media Cloud Accredited Professional Sample Questions (Q47-Q52):

NEW QUESTION # 47

During a Google Ad Manager (GAM) order orchestration, which two steps does a Media Planner need to complete manually in the GAM Server?

Choose 2 answers

- A. Check availability of inventory in GAM.

- B. Check if creatives are loaded in GAM.
- C. Associate the creatives to a line item in GAM.
- D. Create order in GAM.

Answer: B,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

While many GAM functions can be automated through integrations, loading creatives and associating them to line items often require manual intervention to ensure the correct assets are linked. Inventory availability and order creation are generally handled programmatically or via Media Cloud integration.

Reference:

Media Cloud GAM Integration Workflow

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

NEW QUESTION # 48

In Advertising Sales Management (ASM), what is the correct order of execution of the pre-built Industries Order Management orchestration plan components?

- A. Create order, create line items, add creative, approve order, activate order
- B. Create line items, create order, add creative, approve order, activate order
- C. Create line items, create order, approve order, activate order, add creative
- D. Create order, create line items, approve order, activate order, add creative

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The orchestration plan in ASM follows a logical sequence starting with creating the order, then creating associated line items, followed by approval, activation, and finally adding creative assets. This order ensures proper status transitions and fulfillment processes.

Reference:

Media Cloud Industries Order Management Documentation

Salesforce ASM Orchestration Plans

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

NEW QUESTION # 49

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

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 # 50

A CTO of a B2B advertising publishing company asked an Administrator who worked on making the Media Cloud application live, for their help in monitoring the real-time information on system performance and security. Where can the Administrator find this information?

- A. monitor.salesforce.com
- B. media.salesforce.com
- C. trust.salesforce.com
- D. system.salesforce.com

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

trust.salesforce.com is the official Salesforce Trust site that provides real-time information on system status, performance, security incidents, and maintenance notifications. Administrators use this site to monitor org health and planned outages. Other options either do not exist or are not official Salesforce system status portals.

Reference:

Salesforce Trust Site

<https://trust.salesforce.com/en/>

NEW QUESTION # 51

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business and has decided to use Google Ad Manager (GAM).

Which two actions should a Consultant perform before testing the GAM integration?

Choose 2 answers

- A. Add the GAM endpoint in the OmniStudio Integration Procedure.
- B. Create a new Auth. Provider that specifies the Consumer Key and Consumer Secret from GAM.
- C. Add the GAM URL as a new CSP Trusted Site.
- D. Create a new Named Credential to store the GAM endpoint.

Answer: A,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Before testing GAM integration, it is necessary to configure secure and proper connectivity. Creating a Named Credential in Salesforce secures the endpoint URL along with authentication details, which simplifies callouts. Adding the GAM endpoint to the OmniStudio Integration Procedure ensures that the system can route requests correctly. The Auth Provider creation is a valid step but not always required if Named Credentials handle authentication. Adding the GAM URL to the Content Security Policy (CSP) Trusted Sites ensures browser security for client-side interactions but is a secondary step.

Reference:

Media Cloud ASM Integration with GAM

Salesforce OmniStudio Integration Procedures Guide

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

NEW QUESTION # 52

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