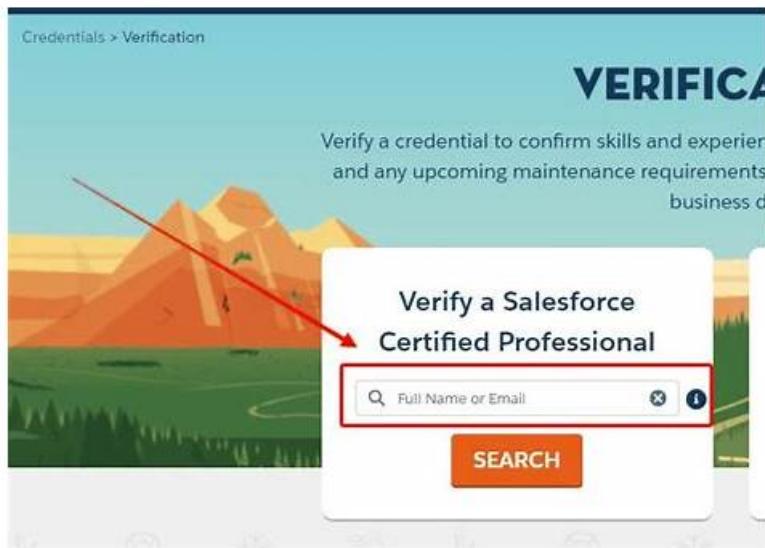


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## Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>Implement: This section of the exam measures skills of a Salesforce Solution Architect and focuses on implementing the Media Cloud solution based on business and technical requirements. It includes supporting CI</li><li>CD deployment processes, planning data migration with an understanding of the data model, selecting appropriate integration approaches for media-specific contexts, applying security settings to control data access, and ensuring performance outcomes align with defined KPIs and non-functional expectations.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>Discovery: This section of the exam measures the skills of a Salesforce Solution Architect and covers the ability to assess business and technical requirements for implementing Media Cloud applications. It includes determining the technical scope for a statement of work (SOW), mapping use cases to Salesforce Media Cloud components, understanding how third-party systems integrate with the Media Cloud ecosystem, outlining system flows based on the existing business environment, and identifying relevant non-functional requirements based on customer needs.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>Design: This section of the exam measures the skills of a Salesforce Media Cloud Consultant and covers the process of designing scalable and efficient Media Cloud solutions. It focuses on creating solution flows using ASM capabilities, applying best practices in solution architecture, recommending product model and pricing strategies, and aligning designs with the Media Cloud data model. It also evaluates the candidate's ability to set up sharing and permission sets, identify integration points, assess reporting needs, and determine deployment strategies that fit within a CI</li><li>CD environment.</li></ul>

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### Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q26-Q31):

#### NEW QUESTION # 26

A publisher has an existing system to build media plans and integrate with Google Ad Manager (GAM) to create digital ad campaigns.

Which two questions are important to ask to determine if Media Cloud Advertising Sales Management (ASM) is a good fit to replace the existing system?

Choose 2 answers

- A. Which type of marketing automation system is in use?
- B. Which types of ad products are included in media plans?
- C. What are the dimensions for all digital ad formats for the publisher?
- D. Which ad servers does the system need to connect to for campaign booking?

#### Answer: B,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Determining compatibility with existing ad servers and the types of ad products involved is critical when evaluating Media Cloud ASM as a replacement. Knowing ad server integration needs ensures technical fit, while product types determine if ASM supports the business model. Marketing automation systems and ad format dimensions are less critical at this stage.

Reference:

Media Cloud ASM Evaluation Checklist

Salesforce Media Cloud Integration Guidelines

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_evaluation.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_evaluation.htm&type=5)

#### NEW QUESTION # 27

During proposal line item creation, a Consultant needs to be able to select a value for a picklist type attribute.

Which non-overridable behavior must the Consultant select during the assignment to the parent object type?

- A. Is Encrypted
- B. Is Not Assetizable
- C. Run-time Configurable
- D. Is Not Translatable

#### Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Run-time Configurable behavior allows the picklist values to be determined dynamically during runtime rather than being statically assigned. This is critical in proposal line items to select picklist values that may change or depend on other variables dynamically. The other options either disable functionality (Is Not Assetizable), restrict translations, or encrypt values but do not allow dynamic selection.

Reference:

Salesforce Media Cloud Data Model Guide

Proposal Line Item Configuration Best Practices

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_proposal\\_line\\_item.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_proposal_line_item.htm&type=5)

### NEW QUESTION # 28

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business and Google Ad Manager (GAM). They want to have a complete view of their media plans using dashboards.

Which system integration provides built-in dashboards to integrate with the ASM application?

- A. Google Data Studio
- B. CRM Analytics
- C. Marketing Cloud Intelligence
- D. Tableau

**Answer: C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence (formerly Datorama) provides built-in dashboards designed for Media Cloud ASM, offering cross-channel campaign performance visibility. While Tableau and CRM Analytics offer reporting, MCI is the Salesforce-native integrated solution specifically targeting media plans and ad campaigns in ASM. Google Data Studio is a separate Google product not embedded in Salesforce.

Reference:

Media Cloud ASM Analytics Integration

Marketing Cloud Intelligence Overview

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_mci\\_dashboards.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci_dashboards.htm&type=5)

### NEW QUESTION # 29

An Administrator is mapping a user to Media Cloud personas. In the current role, the user builds media plans from request for proposals (RFPs), reviews past performance to gain insights, and proposes proactive solutions.

To which persona should the user be mapped?

- A. Designer
- B. Media Planner
- C. Ad Ops
- D. Yield Manager

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Media Planner persona is responsible for creating media plans based on RFPs, analyzing past campaign data, and proposing strategic media buys. Yield Managers focus more on inventory optimization, Designers on creative development, and Ad Ops on campaign execution.

Reference:

Media Cloud Persona Mapping Guide

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_personas.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_personas.htm&type=5)

### NEW QUESTION # 30

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. connected app
- C. named credential
- D. custom metadata

**Answer: C**

### 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 # 31

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