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Eliminates confusion while taking the Media Cloud Accredited Professional exam. Prepares you for the format of your AP-217 exam dumps, including multiple-choice questions and fill-in-the-blank answers. Comprehensive, up-to-date coverage of the entire AP-217 curriculum. AP-217 practice questions are based on recently released AP-217 Exam Objectives. Includes a user-friendly interface allowing you to take the AP-217 practice exam on your computers, like downloading the PDF, Web-Based AP-217 practice test Pass4Leader, and Desktop AP-217 practice exam.

Salesforce Media Cloud Accredited Professional Sample Questions (Q60-Q65):

NEW QUESTION # 60

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

Answer: C,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 # 61

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 # 62

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

Answer: A

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 # 63

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. The Sales Representatives can sell digital, TV, radio, print, and event ads to their customers in a single media plan.

Which two media types are available for planning out-of-the-box with Media Cloud?
Choose 2 answers

- A. Linear
- B. Event
- C. Print
- D. Digital

Answer: A,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Out-of-the-box Media Cloud supports Linear (TV, radio) and Digital media types for planning. Print and Event media types typically require customization or are handled separately.

Reference:

Media Cloud Media Types

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

NEW QUESTION # 64

When a media plan is submitted to the ad servers, there is an error related to missing creative or a notification related to a change in the program schedule.

How can this error or notification be made visible on Media Cloud?

- A. Through Einstein for Ad Servers
- B. Through data present on Media Cloud
- C. Through real-time integration to ad servers
- D. Through campaign analytics reports

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud leverages real-time integrations with ad servers to surface errors or notifications such as missing creatives or schedule changes directly in the system. This allows users to act promptly based on live data. Reporting and analytics are more historical and do not provide immediate error visibility. Einstein is not specifically designed for ad server error reporting.

Reference:

Media Cloud Ad Server Integration Guide

Real-time Data Handling in ASM

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

NEW QUESTION # 65

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