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Salesforce Media Cloud Accredited Professional Sample Questions (Q54-Q59):

NEW QUESTION # 54

A client is looking to adopt a new CRM solution to sell advertising products, starting with their Digital Content line of business. They sell standard digital ad products (digital banners, video inserts).

Using Media Cloud Advertising Sales Management (ASM), what is the most efficient approach for modeling these products?

- **A. Configure a product using Product Designer and associate the product to an Ad Space Specification.**
- B. Create a new Salesforce object for the Digital Ad Products specifications, link that object to the Product2 object, and configure the required products using the Product page layout.
- C. Configure an OmniScript that will retrieve the products from Google Ad Manager and will be used in sales processes.
- D. Create the required characteristics of the products in the Product object and configure the required products using the Product page layout.

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Product Designer in Media Cloud allows modeling complex advertising products efficiently by associating them with Ad Space

Specifications, ensuring correct mapping to ad inventory. This approach streamlines product configuration for sales users. Creating custom objects or relying solely on Product page layouts is less efficient and lacks native support for media-specific attributes.

Reference:

Media Cloud Product Designer Guide

Advertising Product Modeling Best Practices

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

NEW QUESTION # 55

Which three types of permission sets are required for a persona to be present in an environment?

Choose 3 answers

- A. OmniStudioAdmin
- B. OmniStudioUser
- C. Rule Engine Runtime
- D. Media Cloud Base User
- E. DocGenInd CME Designer User

Answer: B,C,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Personas in Media Cloud require OmniStudioUser for OmniStudio access, Rule Engine Runtime for business rules, and Media Cloud Base User for base feature access. OmniStudioAdmin is an administrative-level permission, and DocGenInd CME Designer User is specific to document template design, not core persona presence.

Reference:

Media Cloud Persona Setup

Permission Sets Overview

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

NEW QUESTION # 56

A System Administrator of an advertising publishing company that uses Advertising Sales Management (ASM) is going through the migration from source org to target org.

During the migration, the System Administrator runs into an error related to permissions and licenses on the target org.

Which two reasons could have caused the error?

Choose 2 answers

- A. The source org does not have the required platform license definitions and add-on licenses.
- B. The target org does not have the necessary integration procedures and Data Raptors.
- C. The target org does not have the required platform license definitions and add-on licenses.
- D. The System Administrator user profile on the target org does not have the required permission set licenses or add-on licenses.

Answer: C,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Permission and license errors in migration typically arise because the target org lacks the required platform license definitions or add-on licenses, or because the admin user profile does not have the necessary permission set licenses assigned. The source org licenses don't impact target org migration errors, and missing integration procedures/Data Raptors usually cause functional issues but not license errors.

Reference:

Media Cloud ASM Migration Guide

Salesforce License and Permission Management

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

NEW QUESTION # 57

A Consultant working on the implementation of Media Cloud for a publishing company has been asked by an IT Manager at the

publishing company to better understand the structure of the Media Cloud data model.
How should the Consultant describe the characteristics of the Media Cloud data model?

- A. It is composed of Custom and Standard Objects with no extensions.
- **B. It is composed of Custom and Standard Objects.**
- C. It is composed exclusively of Standard Objects.
- D. It is composed exclusively of Custom Objects.

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud's data model includes both standard Salesforce objects (like Account, Contact, Quote) and custom objects specifically designed to handle media-related data. This hybrid model leverages Salesforce's core platform while extending it for media sales and delivery.

Reference:

Media Cloud Data Model Overview

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

NEW QUESTION # 58

A customer, who is already using the Media Cloud Advertising Sales Management (ASM) application, needs the ability to create and edit templates, while also being able to generate documents.

Which two managed permission sets are required for this?

Choose 2 answers

- A. DocGenInd CME Runtime User
- **B. DocGenInd CME Designer User**
- **C. MediaCloudPlus Runtime**
- D. DocGenInd CME Digital Experience User

Answer: B,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To create and edit document templates in ASM, users need design permissions as provided by the DocGenInd CME Designer User permission set. For generating documents, runtime permissions like MediaCloudPlus Runtime are required. The CME Digital Experience User is typically for external users in Experience Cloud, while the Runtime User allows template execution but not creation.

Reference:

Salesforce Media Cloud Document Generation

DocGenInd Permission Sets Overview

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

NEW QUESTION # 59

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