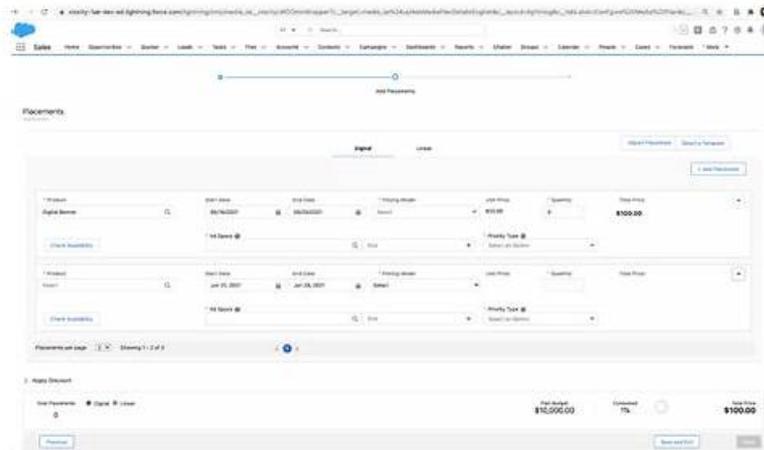


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Salesforce Media Cloud Consultant Exam Sample Questions (Q26-Q31):

NEW QUESTION # 26

A home store wants to advertise their products on a video streaming service hosted by a publishing company. How can a consultant ensure that this advertisement is visible to subscribers residing in the united states only?

- A. select the operating system targeting as united states
- B. select united states in the media campaign country
- C. create the media plan under the account with shipping address as united states
- **D. select united states in geo targeting within configure placements**

Answer: D

Explanation:

To ensure that advertisements are visible only to subscribers residing in the United States on a video streaming service, a consultant should use geo-targeting options within the advertisement configurations. By selecting the United States in geo-targeting within the configure placements setting (D), the consultant can specify that the ad should only be shown to users whose IP addresses indicate they are in the United States. This approach effectively filters the audience based on geographic location, ensuring that the ad reaches the intended demographic.

References:

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

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

NEW QUESTION # 27

A customer wants to know which products have low reception with the customers. However, the publisher is having a hard time analyzing the data because opportunities reflect only the sold products, excluding products which were once part of an opportunity but were later dropped. What should a consultant ensure is included in the design so that sellers can store and access different version of the proposed media plan and its line items?

- A. quotes, and 'Sync to opportunity' custom button
- B. product mapping to an active price list
- C. product schedule functionality
- D. a media plan version field in opportunity line item (OLI)

Answer: A

Explanation:

To address the challenge of analyzing products with low reception, where opportunities only reflect sold products and not those dropped from proposals, incorporating quotes and a 'Sync to opportunity' custom button in the design is essential. This setup allows sellers to create multiple quotes representing different versions of the proposed media plan and its line items. Each quote can be synced to the opportunity as it evolves, ensuring that all proposed products, including those later dropped, are tracked and analyzed. This approach provides a comprehensive view of customer reception to all products initially considered, not just the final selections.

References:

Salesforce Quotes documentation: https://help.salesforce.com/articleView?id=quotes_overview.htm Salesforce Opportunities and Quotes Guide:

<https://trailhead.salesforce.com/content/learn/modules/opportunity-and-quote-management>

NEW QUESTION # 28

A consultant is asked to help design a solution which could aid a company is expanding their reach into the small and medium business segment. This has traditionally been a challenge for a company in the direct-sales channel because the small and medium business greatly outnumber the sales team. What should the consultant do in the design to allow for advertisers/Agency to self-service their media plans?

- A. build an experience cloud with the customer service template for the advertiser to navigate the product catalog and configure the products in the site
- B. set up web-to-lead and have the advertiser/agency submit their media plan through a website so the sales team can later take ownership of the record and follow up to finalize the media plan.
- C. leverage the advertising sales management self-care feature so that approved advertiser/agency can access an experience cloud portal where they can create and track their media plans
- D. set up a public user, which anyone can use to create their own media plan, and provide their company information in the record detail

Answer: C

Explanation:

To expand reach into the small and medium business segment and enable self-service for media planning, leveraging the Advertising Sales Management self-care feature through an Experience Cloud portal is the most effective solution. This approach allows approved advertisers or agencies to access a dedicated portal where they can autonomously create, modify, and track their media plans. This self-service capability not only enhances the customer experience by providing direct control over their media planning activities but also alleviates the workload on the sales team, making it easier to scale operations and reach a broader audience.

References:

Salesforce Experience Cloud documentation:

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

Salesforce Advertising Sales Management resources:

<https://www.salesforce.com/products/media-cloud/solutions/advertising-sales-management/>

NEW QUESTION # 29

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. custom metadata
- B. aut.Provider
- C. connected app
- D. named credential

Answer: D

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

NEW QUESTION # 30

A media cloud customer utilizes industries order managements to manage advertising publishing. Order Management orchestrates the fulfillment steps across multiple external system, 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?

- A. create separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing
- B. create a master end-to-end plan to sequence the major milestones of all orders
- C. fully describe all commercial product entities using product attributes.
- D. use a single swim lane or orchestration plan for all callouts to all external systems

Answer: A,B

Explanation:

When designing an orchestration plan for a Media Cloud customer utilizing Industries Order Management to manage advertising publishing, the guidelines to follow include creating separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing, and creating a master end-to-end plan to sequence the major milestones of all orders. This approach ensures that each aspect of the order fulfillment process is meticulously planned and managed, while the master plan provides a comprehensive overview of the order lifecycle, facilitating coordination and efficiency across multiple external systems.

References:

Salesforce Industries Order Management documentation: https://help.salesforce.com/articleView?id=industries_order_mgmt_overview.htm

NEW QUESTION # 31

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