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Salesforce Media Cloud Consultant Exam Sample Questions (Q56-Q61):

NEW QUESTION # 56
A customer has a requirement to allow the operations team to ider quote records in order to perform "create and submit order" action only when the corresponding opportunity has reached a specific status calles "closed won". Sales users will remain as the cord owners of quotes and order for reporting purpose. The organization wide default setting for quote andorder object is private. How should a consultant solve this requirement with minimal customization?

- A. share order records programmatically using apex whenever opportunity status is "closed won"
- B. configure role hierarchy, such that the operations team is higher than the sales users in the same hierarchy group
- C. configure a criteria-based sharing rule to share order records once opportunity status is "closed won"
- D. sales users will use manual sharing in order to share order records once opportunity status is "closed won"

Answer: C

Explanation:
To allow the operations team to access quote records and perform the "create and submit order" action only when the corresponding opportunity status is "Closed Won", while maintaining the organization-wide default setting for quote and order objects as private, acriteria-based sharing ruleshould be configured. This sharing rule can be set up to share order records with the operations team based on the specific criteria of the opportunity status reaching "Closed Won", thus fulfilling the requirement with minimal customization.
References:
Salesforce Sharing Rules documentation:
https://help.salesforce.com/articleView?id=security_sharing_rules_create.htm Salesforce Opportunity Management guide:
https://trailhead.salesforce.com/en/content/learn/modules/opportunity-management

NEW QUESTION # 57
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 required platform license definitions and add-on licenses.
- C. The System Administrator user profile on the target org does not have the required permission set licenses or add-on licenses.
- D. The target org does not have the necessary integration procedures and Data Raptors.

Answer: B,C

Explanation:
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.
References:
Media Cloud ASM Migration Guide
Salesforce License and Permission Managementhttps://help.salesforce.com/s/articleView?id=sf.
media_cloud_migration_troubleshooting.htm&type=5

NEW QUESTION # 58

A publishing company has an existing media plan creation process that was setup using OmniStudio a few months ago. A new requirement has ome up where the user will be required to enter a new secondary budget field and this field should be stored with the rest of the media plan details. On which object should a consultant add this field so that it is stored with the rest of the media plan and can be added to the appropriate OmniScript?

- A. quotes
- B. media plan placements
- C. order
- D. opportunity

Answer: B

Explanation:

When adding a new secondary budget field required for media plan creation, the consultant should add this field to the Media Plan Placements object. This object is specifically designed to store detailed information about each placement within a media plan, making it the appropriate place to store budget-related data. Adding the field here ensures that it aligns with the rest of the media plan details and can be seamlessly integrated into the corresponding OmniScript for data capture and processing.References:https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta/omnistudio/

NEW QUESTION # 59

AB2B advertising publishing company wants to start advertising sales managment components migration from the source org to the target org. Which two tools can they use to migrate advertising sales management components?

- A. change sets
- B. IDX workbench
- C. unmanged packages
- D. IDX build tool

Answer: A,C

Explanation:

For migrating Advertising Sales Management components from a source org to a target org,unmanaged packagesandchange setsare two effective tools. Unmanaged packages allow for the grouping of various components for deployment to another org, whereas change sets enable the transfer of specific customizations from one Salesforce org to another directly. Both methods facilitate the migration of configurations and customizations integral to Advertising Sales Management.
References:
Salesforce Change Sets documentation:https://help.salesforce.com/
Salesforce Unmanaged Packages Guide: https://developer.salesforce.com/docs/atlas.en-us.packagingGuide.
meta/packagingGuide/packaging_package_intro.htm

NEW QUESTION # 60

Which tool should a consultant include in the design for a media cloud advertising sales managment (ASM) org when looking to enable a company to track campaign performance from external servers?

- A. standard salesforce report and dashboard
- B. marketing cloud intelligence
- C. CRM analytics
- D. third party tools (DOMO, PowerBI, etcc)

Answer: B

Explanation:

To enable a company to track campaign performance from external servers within a Media Cloud Advertising Sales Management (ASM) org, the consultant should includeMarketing Cloud Intelligencein the design.
Marketing Cloud Intelligence provides advanced analytics and data integration capabilities, allowing companies to aggregate, analyze, and visualize data from various sources, including external servers. This tool enables the tracking of campaign performance across different platforms and media, offering comprehensive insights into the effectiveness of advertising campaigns.
References:

Salesforce Marketing Cloud Intelligence documentation:https://help.salesforce.com/ Salesforce Media Cloud resources: https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 61

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