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## Salesforce Media Cloud Consultant Exam Sample Questions (Q91-Q96):

### NEW QUESTION # 91

AB2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require a Sales Representative persona to be created for their users. Which three types of permission sets are required for a persona to be present in an environment?

- A. OmniStudioUser
- B. Media Cloud Base User
- C. Rue Engine Runtime
- D. DocGenIndCmeDesignerUser
- E. OmniStudioAdmin

**Answer: A,B,C**

Explanation:

For creating a Sales Representative persona in a Salesforce environment, particularly for managing advertising sales business, the following three types of permission sets are required:

Media Cloud Base User: This permission set provides foundational access to Media Cloud functionalities necessary for sales representatives.

OmniStudioUser: Grants access to OmniStudio tools, enabling sales representatives to utilize these tools for designing and executing customer engagements.

Rule Engine Runtime: Essential for allowing sales representatives to execute processes and rules defined within the Media Cloud environment, supporting decision-making and sales activities.

These permission sets collectively equip the Sales Representative persona with the necessary access and capabilities to effectively operate within the Media Cloud environment.

References:

Salesforce Permission Sets documentation: <https://help.salesforce.com/>

Salesforce Media Cloud resources: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce OmniStudio

documentation: <https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta/omnistudio/>

### NEW QUESTION # 92

A customer has the necessary licensed and dependent packages installed and would like to install the advertising sales management (ASM) package. Which step needs to be taken in order to do this?

- A. request a trial org of the ASM package in the Salesforce Industries Media and Entertainment Process Library. Use the trial org requested as the source org for the target sandbox
- **B. install by using a release package installation link from Salesforce Industries Success Community, selecting the Industries Applications package that is generally available (GA) for the target sandbox**
- C. go to the Velocity CMT administrator tab in the production org, search for the ASM app, and select enable. Then refresh the target sandbox
- D. find the installed package of Salesforce Industries Communications, Media, and Energy Managed Package installed in the sandbox instance and enable ASM.

**Answer: B**

Explanation:

To install the Advertising Sales Management (ASM) package, the correct step is to use a release package installation link from the Salesforce Industries Success Community. This involves selecting the Industries Applications package that is Generally Available (GA) for installation in the target sandbox environment. This method ensures that the latest and most stable version of the ASM package is installed, adhering to Salesforce's best practices for package installation in sandbox environments for testing and validation before deploying to production.

References:

Salesforce Industries Success Community: Access through Salesforce Help or Community portals Salesforce Package Installation

Guide: <https://help.salesforce.com/articleView?id=000314281&type=1&mode=1>

id=000314281&type=1&mode=1

### NEW QUESTION # 93

A publisher wants to share the omniscrypt with a subset of partners through the Experience Cloud. An administrator has created a page variation and added the omniscrypt to the page, but the subgroup of partner users are reporting they are not seeing any changes in the Experience site page. Which three actions should the administrator take to help troubleshoot this issue?

- **A. validate that the latest version of the omniscrypt is enabled**
- B. validate flexcards are being activated with the community page and community default as targets
- **C. validate that the audience for the page variation is correctly defined as assigned**
- **D. validate that the page variation is published**
- E. validate that the user has the mediacloudCCRuntime permission set license assigned

**Answer: A,C,D**

Explanation:

When partners report not seeing changes in the Experience Cloud site, the administrator should consider several factors to troubleshoot the issue. Firstly, ensure that the page variation containing the OmniScript is published (B). An unpublished page

variation will not be visible to users. Secondly, check if the latest version of the OmniScript is enabled(C), as older versions may not reflect recent changes or functionalities. Lastly, verify that the audience for the page variation is correctly defined and assigned (E). The audience settings determine which subset of users can view the page variation. Incorrect audience assignment can lead to visibility issues for intended users. References:

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

[https://developer.salesforce.com/docs/atlas.en-us.omniscrypt\\_best\\_practices.meta/omniscrypt\\_best\\_practices/omniscrypt\\_manage\\_versions.htm](https://developer.salesforce.com/docs/atlas.en-us.omniscrypt_best_practices.meta/omniscrypt_best_practices/omniscrypt_manage_versions.htm)

[https://help.salesforce.com/articleView?id=networks\\_customize\\_pages\\_for\\_audiences.htm](https://help.salesforce.com/articleView?id=networks_customize_pages_for_audiences.htm)

#### NEW QUESTION # 94

A customer has provided the below Ad placement requirements for a vertical banner. size: 120x600, position (left or right), content (animated GIF) which two fields need to be configured in the ad creative size type object to meet the customer's requirements?

- A. height
- B. width
- C. ad placement type
- D. position

**Answer: A,B**

Explanation:

To meet the customer's requirements for an ad placement of a vertical banner with specific size and content attributes, the fields that need to be configured in the Ad Creative Size Type object are Width and Height. These fields allow for the specification of the banner's dimensions (120x600), which is crucial for ensuring that the ad creative conforms to the required size for effective display. The position (left or right) and content type (animated GIF) would typically be managed within the ad serving platform or specified in additional fields or instructions associated with the ad creative but are not standard fields in the Ad Creative Size Type object.

References:

Salesforce Media Cloud documentation: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce Ad Creative Management Guide: Information available in Salesforce Media Cloud resources

#### NEW QUESTION # 95

A media cloud customer utilizes industries order management to manage advertising publishing. Order Management orchestrates the fulfillment steps across multiple external systems, 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](https://help.salesforce.com/articleView?id=industries_order_mgmt_overview.htm)

#### NEW QUESTION # 96

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