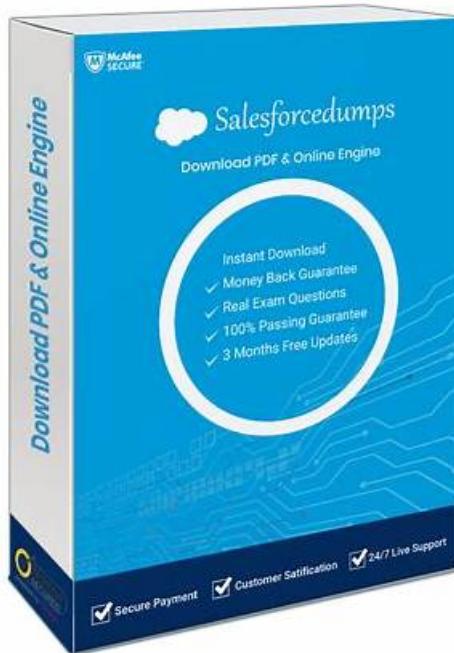


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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Implement: This section of the exam measures skills of a Salesforce Solution Architect and focuses on implementing the Media Cloud solution based on business and technical requirements. It includes supporting CI• CD deployment processes, planning data migration with an understanding of the data model, selecting appropriate integration approaches for media-specific contexts, applying security settings to control data access, and ensuring performance outcomes align with defined KPIs and non-functional expectations.
Topic 2	<ul style="list-style-type: none">• Discovery: This section of the exam measures the skills of a Salesforce Solution Architect and covers the ability to assess business and technical requirements for implementing Media Cloud applications. It includes determining the technical scope for a statement of work (SOW), mapping use cases to Salesforce Media Cloud components, understanding how third-party systems integrate with the Media Cloud ecosystem, outlining system flows based on the existing business environment, and identifying relevant non-functional requirements based on customer needs.
Topic 3	<ul style="list-style-type: none">• Design: This section of the exam measures the skills of a Salesforce Media Cloud Consultant and covers the process of designing scalable and efficient Media Cloud solutions. It focuses on creating solution flows using ASM capabilities, applying best practices in solution architecture, recommending product model and pricing strategies, and aligning designs with the Media Cloud data model. It also evaluates the candidate's ability to set up sharing and permission sets, identify integration points, assess reporting needs, and determine deployment strategies that fit within a CI• CD environment.

Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q39-Q44):

NEW QUESTION # 39

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

Answer: D

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 # 40

Which Industries CPQ API method needs to be called from the integration procedure that returns the pricing information from the out-of-the-box pricing plan?

- A. postCartsItems
- B. putCartsItems
- C. createCart
- D. **priceCart**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The priceCart API method is used to calculate and return pricing information for items in a cart based on the pricing plans configured in Industries CPQ. Other methods relate to creating or updating cart items but not to pricing retrieval.

Reference:

Industries CPQ API Documentation

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

NEW QUESTION # 41

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

Answer: B,C

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 # 42

A publisher has an existing system to build media plans and integrate with Google Ad Manager (GAM) to create digital ad campaigns.

Which two questions are important to ask to determine if Media Cloud Advertising Sales Management (ASM) is a good fit to replace the existing system?

Choose 2 answers

- A. Which type of marketing automation system is in use?
- B. **Which ad servers does the system need to connect to for campaign booking?**
- C. **Which types of ad products are included in media plans?**
- D. What are the dimensions for all digital ad formats for the publisher?

Answer: B,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Determining compatibility with existing ad servers and the types of ad products involved is critical when evaluating Media Cloud ASM as a replacement. Knowing ad server integration needs ensures technical fit, while product types determine if ASM supports the business model. Marketing automation systems and ad format dimensions are less critical at this stage.

Reference:

Media Cloud ASM Evaluation Checklist

Salesforce Media Cloud Integration Guidelines

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

NEW QUESTION # 43

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

Answer: A,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 # 44

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