

# Free PDF Quiz Reliable Salesforce - Salesforce-Media-Cloud - Salesforce Media Cloud Accredited Professional (AP) Exam Exam Reference



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## Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

| Topic   | Details                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| Topic 1 | <ul style="list-style-type: none"><li>• 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</li><li>• 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.</li></ul>                                |
| Topic 2 | <ul style="list-style-type: none"><li>• 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.</li></ul> |

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| Topic 3 | <ul style="list-style-type: none"> <li>• <b>Design:</b> 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</li> <li>• CD environment.</li> </ul> |
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## >> Salesforce-Media-Cloud Exam Reference <<

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### Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q10-Q15):

#### NEW QUESTION # 10

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

**Answer: A,C**

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](https://help.salesforce.com/s/articleView?id=sf.media_cloud_gam_integration.htm&type=5)

#### NEW QUESTION # 11

A customer is using Media Cloud and they need to report on how well a digital advertising campaign is performing. The company is using Google Ad Manager (GAM) as one of their primary data sources.

Which product should a Consultant implement to analyze campaign performance?

- A. Standard Salesforce Reporting and Dashboards
- B. CRM Analytics
- C. Custom Reporting Solution

- **D. Marketing Cloud Intelligence**

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence provides advanced analytics capabilities by integrating data from Media Cloud and GAM to deliver comprehensive campaign performance analysis beyond standard reports or custom solutions.

Reference:

Marketing Cloud Intelligence Overview

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_mci.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci.htm&type=5)

#### NEW QUESTION # 12

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. putCartsItems
- B. createCart
- C. postCartsItems
- **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](https://help.salesforce.com/s/articleView?id=sf.industries_cpq_api_methods.htm&type=5)

#### NEW QUESTION # 13

Which two objects should a Consultant ensure the user has write access to, for the Seller to create media plans for Digital products using the Advertising Sales Management (ASM) Create Media Plan OmniScript?

Choose 2 answers

- A. Order
- **B. Ad Quote Line**
- **C. Quotes**
- D. Media Content Title

**Answer: B,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To create digital media plans via ASM OmniScript, users require write access to Quote and Ad Quote Line objects because these store the media plan and its line items. Order and Media Content Title are not directly involved in the creation step.

Reference:

Media Cloud ASM OmniScript Setup

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_asm\\_omniplan\\_access.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_omniplan_access.htm&type=5)

#### NEW QUESTION # 14

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. Linear**

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

**Answer: A,B**

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](https://help.salesforce.com/s/articleView?id=sf.media_cloud_media_types.htm&type=5)

### NEW QUESTION # 15

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