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Salesforce Media Cloud Accredited Professional Sample Questions (Q41-Q46):

NEW QUESTION # 41

A Consultant working on the implementation of Media Cloud for a publishing company has been asked by an IT Manager at the publishing company to better understand the structure of the Media Cloud data model. How should the Consultant describe the characteristics of the Media Cloud data model?

- A. It is composed of Custom and Standard Objects with no extensions.
- **B. It is composed of Custom and Standard Objects.**

- C. It is composed exclusively of Standard Objects.
- D. It is composed exclusively of Custom Objects.

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud's data model includes both standard Salesforce objects (like Account, Contact, Quote) and custom objects specifically designed to handle media-related data. This hybrid model leverages Salesforce's core platform while extending it for media sales and delivery.

Reference:

Media Cloud Data Model Overview

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

NEW QUESTION # 42

Which out-of-the-box custom object is meant to represent sub-deals with their respective details (amount, date, etc.) to be captured?

- A. QuoteMember
- **B. QuoteGroup**
- C. QuotePricingAdjustment
- D. QuoteProductRollup

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The QuoteGroup object in Media Cloud ASM is designed to represent sub-deals within a quote, capturing details like amounts and dates for these groupings. It allows segmentation of quotes into logical deal components. The other objects focus on pricing adjustments, membership, or product rollups but do not represent sub-deals.

Reference:

Media Cloud ASM Data Model Guide

https://help.salesforce.com/s/articleView?id=sf.media_cloud_quote_objects.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. Create a new Named Credential to store the GAM endpoint.**
- **B. Add the GAM endpoint in the OmniStudio Integration Procedure.**
- C. Create a new Auth. Provider that specifies the Consumer Key and Consumer Secret from GAM.
- D. Add the GAM URL as a new CSP Trusted Site.

Answer: A,B

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

A Consultant needs to see the performance trend of the ad inventory sold in June of the last five years and use this information as input for campaigns next June.

Which two optional add-on Salesforce reporting components can be coupled with Media Cloud Advertising Sales Management (ASM) to gather, correlate, and present historical ad campaigns data for better decision making at the beginning of the sales cycle? Choose 2 answers

- A. Ad Manager
- B. Marketing Cloud Intelligence
- C. Tableau
- D. CRM Analytics

Answer: C,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau and CRM Analytics are Salesforce add-ons that can integrate with ASM data to provide deep historical analytics and performance trend insights. Marketing Cloud Intelligence focuses on data ingestion and optimization but Tableau and CRM Analytics specialize in flexible visualizations and historical analysis. Ad Manager is an ad server, not a reporting tool.

Reference:

Media Cloud Reporting and Analytics Options

Salesforce Tableau and CRM Analytics Integration

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

NEW QUESTION # 45

A Media Cloud customer needs to integrate Google Ad Manager (GAM) with an existing middleware system using an integration procedure.

What is the most secure way for a Consultant to implement the authentication and credentialing requirements for the integration, while also minimizing customization?

- A. Create a new authentication provider with custom metadata and use it within a named credential.
- B. Create a remote action in the integration procedure that calls a custom Apex Class.
- C. Implement a custom OAuth to authenticate with middleware, storing credentials in the integration procedure.
- D. Modification on integration procedure is not needed since this is through middleware and the existing named credential is not utilized.

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Using a Named Credential with a custom Authentication Provider that stores client credentials in custom metadata ensures secure storage and easy maintenance. This reduces the need for custom OAuth flows in the integration procedure or Apex code, which increases complexity and maintenance.

Reference:

Salesforce Named Credentials and Auth Providers

Media Cloud GAM Integration Best Practices

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

NEW QUESTION # 46

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