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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q12-Q17):

NEW QUESTION # 12

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?

Choose 2 answers

- A. Fully describe all Commercial product entities using product attributes.
- B. Create a master end-to-end plan to sequence the major milestones of all orders.
- C. Create separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing.
- D. Use a single swim lane or orchestration plan for all callouts to all external systems.

Answer: B,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Designing orchestration plans benefits from creating a master end-to-end plan for sequencing order milestones and breaking orchestration into separate plans per functional area (provisioning, logistics, billing) to manage complexity and integration points.

Using a single swim lane or over-describing commercial products is not recommended.

Reference:

Media Cloud Order Management Orchestration

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

NEW QUESTION # 13

A home store wants to advertise their products on a particular TV channel owned by a publishing company.

Which channel should this media plan include?

- A. Linear
- B. Print
- C. Digital
- D. Out Of Home (OOH)

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Linear refers to traditional TV broadcasting channels where advertisements run in a scheduled, linear fashion. Since the home store wants to advertise on a TV channel, the media plan should include the Linear channel type. Digital refers to online channels, Print to newspapers/magazines, and OOH to outdoor advertising formats.

Reference:

Media Cloud Channel Definitions

Advertising Sales Management Media Types

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

NEW QUESTION # 14

When creating a Digital Ad Sales Media Proposal, which object mapping is used to link one show with multiple ad space formats during the catalog design?

- A. Ad Space Creative Size Type (One-to-Many)

- B. Ad Space Specification (One-to-One)
- **C. Ad Space Specification (One-to-Many)**
- D. Ad Space Creative Size Type (One-to-One)

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Ad Space Specification to Ad Space Creative Size Type uses a one-to-many relationship, allowing one show (Ad Space Specification) to be linked with multiple ad space formats (Creative Size Types) to handle different formats in the catalog.

Reference:

Media Cloud Catalog Design Data Model

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

NEW QUESTION # 15

A publishing company has an existing media plan creation process that was setup using OmniStudio a few months ago. A new requirement has come 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. Opportunity
- B. Order
- C. Quote
- **D. Media Plan Placement**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Media Plan Placement object holds detailed line-item level data related to media plans, including budgets and schedules. Adding the new secondary budget field here allows it to be managed alongside other media plan details and be exposed in OmniScripts that drive the media plan creation process. Opportunity, Order, and Quote objects do not store placement-level budget fields.

Reference:

Media Cloud Data Model Documentation

OmniStudio Media Plan Integration

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

NEW QUESTION # 16

Which set of components are delivered as part of the managed package?

- A. FlexiPages, Custom Labels, Data Model, Media Service
- **B. OmniScript Definitions, CPQ APIs, Apex Classes, Lightning Web Components**
- C. FlexiPages, Custom Labels, Vlocity Integration Settings, Custom Layouts
- D. OmniScript Definitions, CPQ APIs, FlexiPages, Custom Labels

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The managed package includes OmniScript Definitions, CPQ APIs, Apex Classes, and Lightning Web Components as core functional components to deliver Media Cloud features. Other sets list supporting components but not the full package essentials.

Reference:

Media Cloud Package Contents

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

NEW QUESTION # 17

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