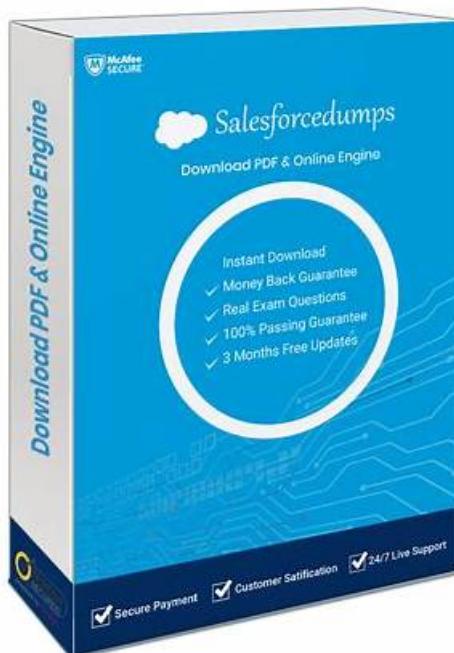


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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

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.

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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q32-Q37):

NEW QUESTION # 32

A customer has the necessary licenses 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. Go to the Vlocity CMT administration tab in the production org, search for the ASM app, and select enable. Then refresh the target sandbox.
- B. 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.
- C. **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.**
- D. Find the installed package of Salesforce Industries Communications, Media, and Energy managed package in the setup of the sandbox instance and enable ASM.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The official way to install ASM is via the release package installation link provided in the Salesforce Industries Success Community. This ensures installing the latest GA version for the target sandbox. Other options refer to trial orgs or enabling existing packages but do not follow the official installation path.

Reference:

Media Cloud ASM Installation Guide

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

NEW QUESTION # 33

A publishing company has been using media cloud decides that they want to use marketing cloud intelligence for analytics. However, there is an OAuth 2.0 authentication issue when attempting to set up data stream setup in marketing cloud intelligence. Where should a consultant go within Salesforce to ensure that the settings in marketing cloud intelligence are set up correctly?

- A. named credential
- B. custom metadata
- C. aut.Provider
- D. connected app

Answer: A

Explanation:

When facing OAuth 2.0 authentication issues during the setup of a data stream in Marketing Cloud Intelligence, checking the Named Credential settings within Salesforce is a critical step. Named Credentials provide a secure way to manage authentication details for external services, ensuring that Salesforce can securely connect to Marketing Cloud Intelligence. By verifying and, if necessary, adjusting the Named Credential settings, the consultant can resolve authentication issues, enabling successful data stream setup and integration between Salesforce and Marketing Cloud Intelligence. Reference: <https://help.salesforce.com/>

NEW QUESTION # 34

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. Custom Reporting Solution
- B. **Marketing Cloud Intelligence**
- C. CRM Analytics
- D. Standard Salesforce Reporting and Dashboards

Answer: B

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

NEW QUESTION # 35

A company is planning to adopt Media Cloud and has requirements around the relationship between clients and their advertising agencies, where they want to capture the role of each agency so they can identify clearly what is the Agency of Record. They also have requirements to map contacts within the agencies.

How should the Media Cloud data model be used to represent these relationships?

- A. Advertisers and agencies should be created as Accounts, with agencies listed as child Accounts to the client Accounts, with Contacts related to those.
- B. Advertisers and agencies should be created as Accounts, and a custom lookup field should be created to represent the client/agency relationship. Contacts should be created under the Accounts.
- C. **Advertisers and agencies should be created as Accounts and contacts as Contacts, and the Party Model should be adopted to define the relationships between them**
- D. Advertisers should be created as Accounts, and agencies should be represented by a custom field added to the Contact object. Contacts should then be assigned to the Accounts.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Party Model in Media Cloud is designed to represent complex relationships between entities such as Advertisers and Agencies. Both are Accounts, and relationships between them (including roles like Agency of Record) are defined via the Party Model, which also supports mapping Contacts within those Accounts. This model provides flexibility and best practice for relationship management over custom lookups or hierarchical Account structures.

Reference:

Media Cloud Party Model Architecture Guide

Salesforce Relationship Management in Media Cloud

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

NEW QUESTION # 36

A Sales Executive creates a quote. When the quote status is changed to Client Approved, it should automatically be submitted for approval. The approver needs to be a queue instead of an individual Salesforce user.

How can this be achieved in the system?

- A. Invoke Approval Process on Quote and keep Queue as Approver.
- B. Invoke Approval Process created on a custom object having lookup to Quote and keep Queue as Approver.
- C. Invoke Approval Process created on Opportunity linked to the Quote and keep Queue as Approver.
- D. Invoke Approval Process created on individual QuoteLineItem and keep Queue as Approver.

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Approval processes on the Quote object can be configured to automatically submit for approval when status changes, and queues can be assigned as approvers. This is a standard Salesforce approval process setup and does not require custom objects or linked objects.

Reference:

Salesforce Approval Processes

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

NEW QUESTION # 37

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