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Salesforce Media Cloud Consultant Exam Sample Questions (Q91-Q96):

NEW QUESTION # 91

What happens when a required placement is unavailable in the ad server during the check availability product with google ad manager?

- A. the check availability action returns the availability quantity for manual adjustment
- B. a red check mark appears in the availability column
- C. a yellow check mark if partial quantity
- D. the check availability action updates the quantity to the available quantity

Answer: B

Explanation:

When a required placement is unavailable in the ad server during the check availability process with Google Ad Manager, a red check mark appears in the availability column (D). This clear visual cue signals to the user that the desired placement is not available, prompting them to consider alternative placements or adjust their campaign strategy accordingly. References:

https://help.salesforce.com/articleView?id=sf.dmp_advertising_sales_check_availability.htm

<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 92

A publisher wants to create a media plan that includes linear adc for a specific tv program. Which object should a consultant use to define this TV program in media cloud?

- A. media channel
- B. media plan placements
- C. ad creative
- D. ad space specification

Answer: D

Explanation:

When creating a media plan that includes linear ads for a specific TV program in Media Cloud, the consultant should use the Ad Space Specification object to define the TV program. This object allows for the detailed characterization of the ad spaces available for advertising, including specific programs, ensuring that the media plan accurately reflects the intended placements and associated specifications. It provides a structured way to capture the unique attributes of each ad space, such as a TV program, within the media planning process. References: <https://help.salesforce.com/>

NEW QUESTION # 93

A customer has the necessary licensed 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 administrator 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. find the installed package of salesforce industries communications, media, and energy managed package installed in the sandbox instance and enable ASM.
- D. 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

Answer: D

Explanation:

To install the Advertising Sales Management (ASM) package, the correct step is to use a release package installation link from the Salesforce Industries Success Community. This involves selecting the Industries applications package that is Generally Available (GA) for installation in the target sandbox environment. This method ensures that the latest and most stable version of the ASM package is installed, adhering to Salesforce's best practices for package installation in sandbox environments for testing and validation before deploying to production.

References:

Salesforce Industries Success Community: Access through Salesforce Help or Community portals Salesforce Package Installation Guide:

<https://help.salesforce.com/articleView?id=000314281&type=1&mode=1>

NEW QUESTION # 94

In digital ad sales, which set of objects does a consultant need to configure and how many records are needed under the object to form a relationship where one program is shown on five mobile apps?

- A. media content title: one(program), media channel: five (app), product: five
- B. media content title: five(program), media channel: five (app), product: one
- C. media content title: five(program), media channel: five (app), product: five
- D. media content title: one(program), media channel: one (app), product: five

Answer: A

Explanation:

For a relationship where one program is shown on five mobile apps in digital ad sales, the consultant needs to configure the objects as follows: Media Content Title: one (program), Media Channel: five (app), Product:

five (C). This setup implies one program is available across five different apps, each requiring a unique product configuration to represent the advertising opportunity associated with the program on each app.

References:

https://help.salesforce.com/articleView?id=mc_overview.htm

<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 95

A digital publisher wants to integrate its google ad manager (GAM) server with advertising sales management (ASM). Which set of object need to be populated in this scenario?

- A. ad server, ad server account, and ad server user
- B. adserver,ad server application, and ad server advertiser
- C. adserver,ad server account, and ad server advertiser
- D. ad server, ad server application, and ad server user

Answer: D

Explanation:

When integrating Google Ad Manager (GAM) server with Advertising Sales Management (ASM), the set of objects that need to be populated includes the Ad Server, Ad Server Application, and Ad Server User (A).

This combination ensures that the GAM server is properly linked with ASM, allowing for the synchronization of ad server configurations, user permissions, and application-specific settings, facilitating seamless integration and management of advertising operations.

References:

<https://help.salesforce.com/>

https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/sforce_api_objects_list.htm

NEW QUESTION # 96

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