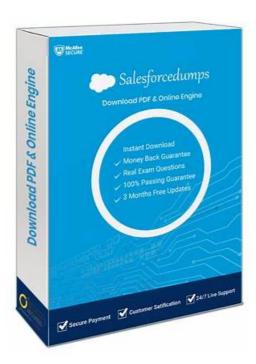
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The Salesforce desktop practice test software and web-based Understanding Salesforce Media Cloud Accredited Professional (AP) Exam Salesforce-Media-Cloud practice test both simulate the actual exam environment and identify your mistakes. With these two Salesforce-Media-Cloud practice exams, you will get the actual Salesforce-Media-Cloud Exam environment. Whereas the DumpsQuestion PDF file is ideal for restriction-free test preparation. You can open this PDF file and revise Salesforce-Media-Cloud real exam questions at any time.

Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	 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.

Topic 2	 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	 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.

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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q38-Q43):

NEW QUESTION #38

A large media company is using Salesforce Industries to model Digital Advertising products. These products have a common set of characteristics.

Which pair of Media Cloud items would a Product Manager use to most efficiently create the products for the sales users to sell?

- A. Clone an existing ad product and assign Attributes.
- B. Use a Standalone Product and add Attributes.
- C. Use a Product Family for those products.
- D. Use an Object Type and assign Attributes.

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Using Object Types with Attributes allows Product Managers to efficiently define product classes with shared characteristics. This modular approach is more scalable and manageable than cloning standalone products or relying solely on product families. Reference:

Media Cloud Product Modeling

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

NEW QUESTION #39

Without custom development, with which Ad Serving Platform does Media Cloud integrate?

- A. Google Ad Manager
- B. Marketing Cloud Intelligence
- C. Facebook Ads Manager
- D. Inventory

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud offers out-of-the-box integration with Google Ad Manager (GAM) for ad serving, enabling booking, delivery tracking, and reporting. Other platforms like Facebook Ads Manager or Inventory require custom development or third-party connectors. Reference:

Media Cloud Ad Server Integrations

https://help.salesforce.com/s/articleView?id=sf.media cloud ad server integration.htm&type=5

NEW QUESTION #40

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

Answer: A,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

 $https://help.salesforce.com/s/article View?id=sf.media_cloud_reporting_options.htm\&type=5$

NEW QUESTION #41

Which two actions take place, when an insertion order is created and submitted in Media Cloud Advertising Sales Management (ASM)?

Choose 2 answers

- A. Order is submitted to Industries Order Management
- B. Order flow is initiated for asset creation and billing
- C. Order is submitted to B2B Commerce Order Management
- D. The orchestration plan is created and can be viewed

Answer: A,B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Upon insertion order submission, Media Cloud triggers an order flow that initiates asset creation and billing processes. Additionally, the order is handed over to Industries Order Management for orchestration across external systems such as ad servers and billing platforms. B2B Commerce is not involved in ad order fulfillment.

Reference:

Media Cloud Order Management Process

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

NEW QUESTION #42

A publishing company has been using Media Cloud for the last six months and now wants to send order data over to the Google Ad Management platform. The company has the client and secret from Google.

Which element should a Consultant create within Salesforce to be able to enter these details?

- A. Connected App
- B. Auth. Provider
- C. Named Credentials
- D. Custom Metadata

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Named Credentials in Salesforce are used to securely store external service endpoints and authentication details such as client ID and client secret. When integrating with Google Ad Manager, the client and secret are used for OAuth authentication. Named Credentials simplify authentication handling for callouts by managing tokens automatically and securely. Connected Apps are typically for OAuth client registration but not storing credentials in this use case.

Reference:

Salesforce Named Credentials Documentation

Media Cloud Google Ad Manager Integration

https://developer.salesforce.com/docs/atlas.en-us.externalobjects.meta/externalobjects/external objects named credentials.htm

NEW QUESTION #43

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