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Salesforce Media Cloud Consultant Exam Sample Questions (Q53-Q58):

NEW QUESTION # 53

An administrator is mapping a user to media cloud personas. In the current role, the user builds media plans from request for proposals, reviews past performance to gain insight, and proposes proactive solutions. To which persona should the user be mapped?

- A. ad ops
- B. yield manager
- C. designer
- D. media planner

Answer: D

Explanation:

The user in question, who builds media plans from requests for proposals, reviews past performance for insights, and proposes proactive solutions, best fits the Media Planner persona (A). This role involves strategizing and planning advertising campaigns, analyzing performance data, and making informed decisions to optimize future media plans, aligning closely with the responsibilities described. References:

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

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

NEW QUESTION # 54

A customer wants to know which products have low reception with the customers. However, the publisher is having a hard time analyzing the data because opportunities reflect only the sold products, excluding products which were once part of an opportunity but were later dropped. What should a consultant ensure is included in the design so that sellers can store and access different version of the proposed media plan and its line items?

- A. a media plan version field in opportunity line item (OLI)
- B. product mapping to an active price list
- C. product schedule functionality
- D. quotes, and 'Sync to opportunity' custom button

Answer: D

Explanation:

To address the challenge of analyzing products with low reception, where opportunities only reflect sold products and not those dropped from proposals, incorporating quotes and a 'Sync to opportunity' custom button in the design is essential. This setup allows sellers to create multiple quotes representing different versions of the proposed media plan and its line items. Each quote can be synced to the opportunity as it evolves, ensuring that all proposed products, including those later dropped, are tracked and analyzed. This approach provides a comprehensive view of customer reception to all products initially considered, not just the final selections.

References:

Salesforce Quotes documentation: https://help.salesforce.com/articleView?id=quotes_overview.htm Salesforce Opportunities and Quotes Guide:

<https://trailhead.salesforce.com/content/learn/modules/opportunity-and-quote-management>

NEW QUESTION # 55

A customer has a requirement to allow the operations team to view quote records in order to perform "create and submit order" action only when the corresponding opportunity has reached a specific status called "closed won". Sales users will remain as the record owners of quotes and order for reporting purpose. The organization wide default setting for quote and order object is private. How should a consultant solve this requirement with minimal customization?

- A. configure a criteria-based sharing rule to share order records once opportunity status is "closed won"
- B. sales users will use manual sharing in order to share order records once opportunity status is "closed won"
- C. configure role hierarchy, such that the operations team is higher than the sales users in the same hierarchy group
- D. share order records programmatically using apex whenever opportunity status is "closed won"

Answer: A

Explanation:

To allow the operations team to access quote records and perform the "create and submit order" action only when the corresponding opportunity status is "Closed Won", while maintaining the organization-wide default setting for quote and order objects as private, criteria-based sharing rules should be configured. This sharing rule can be set up to share order records with the operations team based on the specific criteria of the opportunity status reaching "Closed Won", thus fulfilling the requirement with minimal customization.

References:

Salesforce Sharing Rules documentation: https://help.salesforce.com/articleView?id=security_sharing_rules_create.htm

Salesforce Opportunity Management guide: <https://trailhead.salesforce.com/en/content/learn/modules/opportunity-management>

NEW QUESTION # 56

Which industries CPQ API method needs to be called from the integration procedure that returns the pricing information from the out-of-the-box pricing plan?

- A. putCartsItems
- B. postCartsItems
- C. createCart
- **D. priceCart**

Answer: D

Explanation:

In the context of Industries CPQ (Configure, Price, Quote), the API method that needs to be called from the integration procedure to return pricing information from the out-of-the-box pricing plan is priceCart. This method is responsible for calculating the prices of items in a cart based on the defined pricing rules and structures within the CPQ system. By invoking this method, the integration procedure can retrieve accurate and up-to-date pricing information for the items selected by the customer.

References:

Salesforce Industries CPQ documentation: <https://help.salesforce.com/>

Salesforce CPQ API resources: <https://developer.salesforce.com/>

NEW QUESTION # 57

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 the integration, while also minimizing customization?

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

Answer: B

Explanation:

When integrating Google Ad Manager (GAM) with an existing middleware system, using a named credential with a custom authentication provider is the most secure and minimally invasive approach. This method enables Salesforce to securely manage authentication credentials, reducing the need for custom code and customizations. The use of named credentials and authentication providers streamlines the integration process, ensuring secure and straightforward access to external systems while adhering to best practices for security and maintainability. References: <https://developer.salesforce.com/>

NEW QUESTION # 58

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