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Salesforce Media-Cloud-Consultant Questions - Latest Preparation Material (2026)

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Salesforce Media Cloud Consultant Exam Sample Questions (Q22-Q27):

NEW QUESTION # 22
A publishing company has an existing media plan creation process that was setup using OmniStudio a few months ago. A new requirement has ome 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. order
- B. opportunity
- C. quotes
- D. media plan placements

Answer: D

Explanation:
When adding a new secondary budget field required for media plan creation, the consultant should add this field to the Media Plan Placements object. This object is specifically designed to store detailed information about each placement within a media plan, making it the appropriate place to store budget-related data. Adding the field here ensures that it aligns with the rest of the media plan details and can be seamlessly integrated into the corresponding OmniScript for data capture and processing.References:https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta/omnistudio/

NEW QUESTION # 23
Two Salesforce Developers work for a B2B advertising publishing company. Developers A and B have been working in developer orgs with advertising sales management (ASM) and need to migrate the ASMcomponents to the sandbox org of the company. Developer A migrates the ASM components to the sandbox org. Developer B does the same. After that, Developer A realizes that the components on the sandbox org are different from those of the developer org because they were overwritten by the components of the Developer B. There is no way to go back to recapture them. Which tool should a consultant reccomend to avoid this outcome ?

- A. IDX workbench
- B. visual studio code
- C. a messagin program
- D. a version control system

Answer: D

Explanation:
To prevent the overwriting of components during migrations and ensure consistency across development environments, a consultant should recommend using a Version Control System (B). Version control allows developers to track and manage changes to code, enabling collaboration while preserving the history of modifications. It prevents conflicts like those experienced by Developers A and B by providing mechanisms to merge changes and resolve conflicts systematically.References: https://developer.salesforce.com/docs/atlas.en-us.sfdx_dev.meta/sfdx_dev/sfdx_dev_intro.htm https://help.salesforce.com/articleView?id=sf.dx_get_started.htm

NEW QUESTION # 24
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. OutofHome (OOH)
- B. Print
- C. Digital
- D. Linear

Answer: D

Explanation:
For a home store wanting to advertise their products on a TV channel owned by a publishing company, the media plan should include the "Linear" channel (B). Linear advertising refers to traditional TV commercials broadcasted across scheduled

programming. This is the most appropriate channel for TV-based advertising, as opposed to Out of Home (OOH), which relates to billboards and public displays, Print, which involves newspapers and magazines, and Digital, which encompasses online and social media platforms.References:
https://www.salesforce.com/products/media-cloud/overview/
https://help.salesforce.com/

NEW QUESTION # 25
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:
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.
References:
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 # 26
AB2B advertising publishing company wants to start advertising sales managment components migration from the source org to the target org. Which two tools can they use to migrate advertising sales management components?

- A. change sets
- B. IDX workbench
- C. IDX build tool
- D. unmanged packages

Answer: A,D

Explanation:
For migrating Advertising Sales Management components from a source org to a target org,unmanaged packagesandchange setsare two effective tools. Unmanaged packages allow for the grouping of various components for deployment to another org, whereas change sets enable the transfer of specific customizations from one Salesforce org to another directly. Both methods facilitate the migration of configurations and customizations integral to Advertising Sales Management.
References:
Salesforce Change Sets documentation:https://help.salesforce.com/
Salesforce Unmanaged Packages Guide:
https://developer.salesforce.com/docs/atlas.en-us.packagingGuide.meta/packagingGuide/packaging_packa

NEW QUESTION # 27
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