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Salesforce Media Cloud Consultant Exam Sample Questions (Q68-Q73):

NEW QUESTION #68

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

- A. a yellow check mark appears if partial quantity is available and red if none is available
- B. the check availability action returns the available quantity for manual adjustment
- C. the check availability action updates the quantity to the available quantity
- D. a red check mark appears in the availability column

Answer: A

Explanation:

During the check availability process with Google Ad Manager, if a required placement is unavailable, a yellow check mark appears if partial quantity is available, and a red check mark if none is available (C). This visual indicator helps users quickly understand the availability status of placements and make informed decisions about adjusting campaign plans or exploring alternative options. References:

https://help.salesforce.com/articleView?id=sf.dmp_advertising_sales_check_availability.htm https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION #69

A customer has provided the below Ad placement requirements for a vertical banner. size: 120x600, position (left or right), content (animated GIF) wich two fields need to be configured in the ad creative size type object to meet the customers requirements?

- A. width
- B. height
- C. ad placement type
- D. position

Answer: A,B

Explanation:

To meet the customer's requirements for an ad placement of a vertical banner with specific size and content attributes, the fields that need to be configured in the Ad Creative Size Typeobject are Width and Height. These fields allow for the specification of the banner's dimensions (120x600), which is crucial for ensuring that the ad creative conforms to the required size for effective display. The position (left or right) and content type (animated GIF) would typically be managed within the ad serving platform or specified in additional fields or instructions associated with the ad creative but are not standard fields in the Ad Creative Size Type object. References:

Salesforce Media Cloud documentation: https://www.salesforce.com/products/media-cloud/overview/ Salesforce Ad Creative Management Guide: Information available in Salesforce Media Cloud resources

NEW QUESTION #70

A media cloud customer is already running advertising sales management (ASM) on an org and wants to upgrade from an older release. What should a consultant do before migration?

- A. Take a backup of any customized or modified older ASM components
- B. take a backup of any newer ASM components
- C. customize or modify the newer ASM components
- D. activate custom lightning web components and FlexCards

Answer: A

Explanation:

Before migrating or upgrading Advertising Sales Management (ASM) in Salesforce Media Cloud, it's crucial to safeguard existing customizations and modifications. Taking a backup of any older ASM components that have been customized or modified ensures that custom functionalities and integrations are preserved during the upgrade process. This step is essential to avoid data loss and to maintain the integrity of custom workflows, processes, and configurations that have been tailored to the business's unique requirements.

References:https://help.salesforce.com/

NEW QUESTION #71

Cloud kicks is using the google ad manager platform and there is an issue occurring at some point in the transmission of data between the system when an insertion document is being created. What can a consultant do to gather information avout the data being passed between the system?

- A. review the payloads found on the orchestration plan item records
- B. create a list view for the process exception object to show records that match the criteria and consult the results
- C. start a trace flag under the debug logs, send the payload again, and search for errors

• D. create a report against the process exception object and resend the insertion Order. if the error continues to occur, consult the report created by the consultant

Answer: C

Explanation:

To gather information about the data being passed between systems, particularly when an issue occurs during the transmission of data for an insertion order, a consultant can start a trace flag under the debug logs, resend the payload, and search for errors (A). This method allows for real-time monitoring and logging of system processes, helping to identify and diagnose the exact point of failure or error in the data transmission.

References:

 $https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_debugging_system_log.htm \\ https://help.salesforce.com/$

NEW QUESTION #72

AB2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require a Sales Representative persona to be created for their users. Which three types of permission sets are required for a persona to be present in an environment?

- A. DocGenIndCmeDesignerUser
- B. Media Cloud Base User
- C. Rue Engine Runtime
- D. OmniStudioAdmin
- E. OmniStudioUser

Answer: B,C,E

Explanation:

For creating a Sales Representative persona in a Salesforce environment, particularly for managing advertising sales business, the following three types of permission sets are required:

Media Cloud Base User: This permission set provides foundational access to Media Cloud functionalities necessary for sales representatives.

OmniStudioUser: Grants access to OmniStudio tools, enabling sales representatives to utilize these tools for designing and executing customer engagements.

Rule Engine Runtime: Essential for allowing sales representatives to execute processes and rules defined within the Media Cloud environment, supporting decision-making and sales activities.

These permission sets collectively equip the Sales Representative persona with the necessary access and capabilities to effectively operate within the Media Cloud environment.

References:

Salesforce Permission Sets documentation:https://help.salesforce.com/

Salesforce Media Cloud resources: https://www.salesforce.com/products/media-cloud/overview/ Salesforce OmniStudio documentation: https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta /omnistudio/

NEW QUESTION #73

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