

Media-Cloud-Consultant Related Certifications - Media-Cloud-Consultant Exam Quick Prep



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Salesforce Media Cloud Consultant Exam Sample Questions (Q58-Q63):

NEW QUESTION # 58

A consultant is working on a new implementation of media cloud for a company and is planning the migration of the data from the legacy solution to media cloud. Which consideration should the consultant take into account for a successful migration?

- A. consultant should exclusively extend the media cloud data model standard object to map the legacy objects

- B. consultant should identify the relevant legacy objects and map them exclusively to the sales cloud data model
- C. consultant should identify the relevant legacy objects and use media cloud media data model objects with custom objects if required
- D. consultant should identify the relevant legacy objects and create brand new custom objects for all those legacy objects

Answer: C

Explanation:

For a successful migration from a legacy solution to Salesforce Media Cloud, it's important to first identify the relevant legacy data objects and then map them to the corresponding objects within the Media Cloud data model. This mapping may involve both standard objects provided by Media Cloud and custom objects that may need to be created to accommodate specific data or functionality not covered by the standard model. This approach ensures a seamless transition of data, preserving its integrity and maintaining continuity of operations. It's also crucial to consider the relationships between objects and any specific business logic that needs to be replicated or adapted in the new environment.

References:

Salesforce Data Migration Guide: <https://developer.salesforce.com/docs/atlas.en-us.dat.meta/dat/> Salesforce Media Cloud documentation: <https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 59

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require Sales Representatives and Media Planners to sell their digital ad products with targeting selections for geo targeting, day/time targeting, content targeting, and user's OS targeting.

Which type of targeting is available with Media Cloud?

- A. User's OS Targeting
- B. Content Targeting
- C. Geo Targeting
- D. Day/Time Targeting

Answer: C

Explanation:

Media Cloud supports Geo Targeting as part of its standard digital ad targeting capabilities, allowing advertisers to specify geographic locations for their ads. Content Targeting, Day/Time Targeting, and User's OS Targeting are generally managed by the Ad Server or external DSP platforms, not Media Cloud out-of-the-box.

References:

Media Cloud Digital Ad Targeting Features

Salesforce Media Cloud Product Guide https://help.salesforce.com/s/articleView?id=sf.media_cloud_targeting.htm&type=5

NEW QUESTION # 60

A customer, who is already using the media cloud advertising sales management application, needs the ability to create and edit templates, while also being able to generate documents. Which two managed permission sets are required for this?

- A. docGenInd CME runtime User
- B. docGenInd CME Designer User
- C. MediaCloudPlus Runtime
- D. docGenInd CME digital experience User

Answer: A,B

Explanation:

For a customer using the Media Cloud Advertising Sales Management application who needs to create, edit, and generate templates and documents, the required managed permission sets are DocGenInd CME Designer User and DocGenInd CME Runtime User. The Designer User permission set enables users to design and create document templates, while the Runtime User permission set allows for the generation and management of documents based on those templates.

References:

Salesforce Document Generation documentation: <https://help.salesforce.com/> Salesforce Media Cloud Advertising Sales Management Guide:

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

NEW QUESTION # 61

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

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

Answer: B,C

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 Type object 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 # 62

A media publisher is using advertising sales management to manage their b2b ad sales business using google ad manager. A consultant added a new placement on an existing media plan. When adding the new placement, the media plan remains in an inactive state in GAM. What should the consultant do to clear the inactive state after adding the new placement?

- A. override creative settings in GAM
- B. delete and create the media campaign again in asm
- C. add the creatives to the line items in GAM
- D. delete and add the placement again in ASM

Answer: C

Explanation:

When a new placement is added to an existing media plan in Advertising Sales Management (ASM) and the plan remains in an inactive state in Google Ad Manager (GAM), the consultant should ensure that the creatives are added to the corresponding line items in GAM. This action is necessary because GAM requires creatives to be associated with line items for them to become active and for the ads to be served. Adding the creatives completes the setup process in GAM and changes the status from inactive to active, allowing the media plan to be executed as intended. References: <https://help.salesforce.com/>

NEW QUESTION # 63

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