

Media-Cloud-Consultant Valid Test Questions | Media-Cloud-Consultant New Question



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

NEW QUESTION # 68

A digital publisher wants to integrate its google ad manager (GAM) server with advertising sales management (ASM). Which set of object need to be populated in this scenario?

- A. ad server, ad server application, and ad server user
- B. adserver,ad server application, and ad server advertiser
- C. ad server, ad server account, and ad server user
- D. adserver,ad server account, and ad server advertiser

Answer: A

Explanation:

When integrating Google Ad Manager (GAM) server with Advertising Sales Management (ASM), the set of objects that need to be

populated includes the Ad Server, Ad Server Application, and Ad Server User (A).

This combination ensures that the GAM server is properly linked with ASM, allowing for the synchronization of ad server configurations, user permissions, and application-specific settings, facilitating seamless integration and management of advertising operations. References:

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

https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/sforce_api_objects_list.htm

NEW QUESTION # 69

Sellers for a major publisher are not entering opportunities until the deal is closed. Internal sales teams compete for business with each other, with a few of them using Salesforce reports to surface potential clients with ad budgets by identifying those targeted on an opportunity owned by the competing team. This behavior has driven sales teams to collaborate on external spreadsheets where the competing sellers do not have access to the information. Which two things should a consultant include in the design to remove unwanted sales access, while continuing to support the sales team collaboration?

- A. Assign opportunity ownership to the system administrator and have a system administrator manually share the opportunity with the correct seller and their team
- B. **update opportunity organization wide defaults to private**
- C. **enable and use opportunity team**
- D. update field-level security for the amount field and update the opportunity line item related list visibility in the opportunity lightning page to hide the field and related list from the sellers profile

Answer: B,C

Explanation:

To address the issue of internal competition and lack of collaboration among sales teams, while ensuring secure access to opportunity data, a consultant should consider enabling and using Opportunity Teams (A) and updating Opportunity Organization Wide Defaults (OWD) to Private (D). Opportunity Teams allow for collaborative selling by enabling the owner to share opportunities with a select group of users, enhancing teamwork without compromising data security. Setting OWD for opportunities to Private ensures that only the owner and selected team members have access, preventing unwanted access by competing sales teams.

References:

https://help.salesforce.com/articleView?id=sf.opportunity_team_setting_up.htm

https://help.salesforce.com/articleView?id=sf.sharing_model_fields.htm

NEW QUESTION # 70

Cloud Kicks has been using Media Cloud for the last three months and now wants to send data over to the Google Ad Management platform. What does a consultant need to create in Salesforce to specify the callout URL?

- A. connected app
- B. **named credential**
- C. custom metadata
- D. auth.Provider

Answer: B

Explanation:

When integrating Media Cloud with the Google Ad Management platform and needing to specify the callout URL, a consultant should create a Named Credential (D) in Salesforce. Named Credentials provide a secure way of storing and referencing authentication details and endpoint URLs for external services, thereby simplifying the setup of secure API callouts from Salesforce to external platforms like Google Ad Manager.

References:

https://help.salesforce.com/articleView?id=sf.named_credentials_about.htm

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

NEW QUESTION # 71

In digital ad sales, which set of objects does a consultant need to configure and how many records are needed under the object to form a relationship where one program is shown on five mobile apps?

- A. media content title: five(program), media channel: five (app), product: five
- **B. media content title: one(program), media channel: five (app), product: five**
- C. media content title: one(program), media channel: one (app), product: five
- D. media content title: five(program), media channel: five (app), product: one

Answer: B

Explanation:

For a relationship where one program is shown on five mobile apps in digital ad sales, the consultant needs to configure the objects as follows: Media Content Title: one (program), Media Channel: five (app), Product: five (C). This setup implies one program is available across five different apps, each requiring a unique product configuration to represent the advertising opportunity associated with the program on each app. References:

https://help.salesforce.com/articleView?id=mc_overview.htm
<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 72

A publisher wants to empower its sales team by embedding analytic dashboards that show the actual digital delivery performance on the salesforce account page for advertising and agencies. The dashboard will need to be customized to reflect nuances of the publisher's business. What should a consultant configure or implement to solve for this use case?

- A. integrate digital delivery sources to big query or snowflake, connect tableau to the data warehouse, and then set up an embedded tableau dashboard on the account page
- **B. configure the ad delivery connector for crm analytics and set up an embedded crm dashboard!**
- C. clone one of the flex card included in asm and customize the parameters to display a marketing cloud intelligence dashboard.
- D. use integration to build a custom connection to the ad server to bring delivery data into the ad delivery object and set up a report chart on the account page

Answer: B

Explanation:

To provide the sales team with analytic dashboards showing actual digital delivery performance directly on the Salesforce Account page for advertisers and agencies, configuring the Ad Delivery Connector for CRM Analytics is the most efficient solution. This approach leverages CRM Analytics to aggregate and analyze ad delivery data, offering customizable dashboards tailored to the publisher's specific business nuances.

Embedding these CRM Analytics dashboards on the Account page ensures that sales teams have immediate access to relevant performance metrics, enabling informed decision-making and client discussions. References: <https://www.salesforce.com/products/tableau/crm-analytics/>

NEW QUESTION # 73

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