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In recent years, some changes are taking place in this line about the new points are being constantly tested in the Salesforce Media Cloud Consultant Exam real exam. So our experts highlight the new type of Media-Cloud-Consultant questions and add updates into the practice materials, and look for shifts closely when they take place. As to the rapid changes happened in this Media-Cloud-Consultant Exam, experts will fix them and we assure your Media-Cloud-Consultant exam simulation you are looking at now are the newest version. And we only sell the latest Media-Cloud-Consultant exam questions and answers.

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Salesforce Media Cloud Consultant Exam Sample Questions (Q97-Q102):

NEW QUESTION # 97

Why would a consultant integrate media cloud advertising sales management (ASM) with a programming server?

- A. to create digital ad campaigns with guaranteed impressions
- **B. to retrieve actual impressions delivered by date and advertiser**
- C. to set the priority for ads to be served based on advertiser category and competitive exclusion rules
- D. to provide third-party impression numbers for actual delivery

Answer: B

Explanation:

Integrating Media Cloud Advertising Sales Management (ASM) with a programming server allows for the retrieval of actual impressions delivered by date and advertiser (A). This integration enables a seamless flow of performance data back into Salesforce,

allowing for accurate tracking and reporting of ad campaign effectiveness. It ensures that advertisers are billed accurately based on the actual impressions delivered, and helps in optimizing future campaigns by understanding performance metrics. References:
<https://help.salesforce.com/>
<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 98

AB2B advertising publishing company wants to start advertising sales management components migration from the source org to the target org. Which two tools can they use to migrate advertising sales management components?

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

Answer: B,D

Explanation:

For migrating Advertising Sales Management components from a source org to a target org, unmanaged packages and change sets are 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_package_intro.htm

NEW QUESTION # 99

A customer has the necessary licensed and dependent packages installed and would like to install the advertising sales management (ASM) package. Which step needs to be taken in order to do this?

- A. request a trial org of the ASM package in the Salesforce Industries Media and Entertainment Process Library. Use the trial org requested as the source org for the target sandbox
- B. find the installed package of Salesforce Industries Communications, Media, and Energy managed package installed in the sandbox instance and enable ASM.
- C. go to the Velocity CMT administrator tab in the production org, search for the ASM app, and select enable. Then refresh the target sandbox
- D. install by using a release package installation link from Salesforce Industries Success Community, selecting the Industries Applications package that is generally available (GA) for the target sandbox

Answer: D

Explanation:

To install the Advertising Sales Management (ASM) package, the correct step is to use a release package installation link from the Salesforce Industries Success Community. This involves selecting the Industries Applications package that is Generally Available (GA) for installation in the target sandbox environment. This method ensures that the latest and most stable version of the ASM package is installed, adhering to Salesforce's best practices for package installation in sandbox environments for testing and validation before deploying to production.

References:

Salesforce Industries Success Community: Access through Salesforce Help or Community portals
Salesforce Package Installation Guide: <https://help.salesforce.com/articleView?id=000314281&type=1&mode=1>

NEW QUESTION # 100

During a Google Ad Manager (GAM) order orchestration, which two steps does a media planner need to complete manually in the GAM server?

- A. associate the creatives to a line item in GAM

- B. check availability of inventory in GAM
- C. create order in GAM
- D. check if creatives are loaded in GAM

Answer: A,D

Explanation:

During a Google Ad Manager (GAM) order orchestration, a media planner needs to complete some steps manually in the GAM server, including associating the creatives to a line item in GAM (A) and checking if creatives are loaded in GAM (D). These manual steps are necessary because they involve specific actions within the GAM interface that require human intervention, such as verifying creative assets and ensuring they are correctly linked to the appropriate ad campaign line items. References:

<https://support.google.com/admanager/answer/179039?hl=en>

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

NEW QUESTION # 101

A company is planning to do an audit and needs a report to determine all the price list changes that have been configured in all streaming packages configured in media cloud. which set of objects should a consultant access to generate such report?

- A. product, price book, price book entry, price list
- B. product, pricing plan, pricing plan step, price list
- C. product, price list entry, pricing element
- D. product, pricing variable, pricing variable binding

Answer: A

Explanation:

To audit and determine all the price list changes configured in all streaming packages in Media Cloud, accessing the Product, Price Book, Price Book Entry, and Price List objects would be necessary. These objects collectively store information about the products (streaming packages), their associated price lists, and any changes made to pricing over time. This structured approach allows for detailed reporting and analysis of pricing adjustments, ensuring transparency and accountability in pricing strategies. References: <https://developer.salesforce.com/>

NEW QUESTION # 102

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