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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Design: This section of the exam measures the skills of a Salesforce Media Cloud Consultant and covers the process of designing scalable and efficient Media Cloud solutions. It focuses on creating solution flows using ASM capabilities, applying best practices in solution architecture, recommending product model and pricing strategies, and aligning designs with the Media Cloud data model. It also evaluates the candidate's ability to set up sharing and permission sets, identify integration points, assess reporting needs, and determine deployment strategies that fit within a CI• CD environment.
Topic 2	<ul style="list-style-type: none">• Implement: This section of the exam measures skills of a Salesforce Solution Architect and focuses on implementing the Media Cloud solution based on business and technical requirements. It includes supporting CI• CD deployment processes, planning data migration with an understanding of the data model, selecting appropriate integration approaches for media-specific contexts, applying security settings to control data access, and ensuring performance outcomes align with defined KPIs and non-functional expectations.
Topic 3	<ul style="list-style-type: none">• Discovery: This section of the exam measures the skills of a Salesforce Solution Architect and covers the ability to assess business and technical requirements for implementing Media Cloud applications. It includes determining the technical scope for a statement of work (SOW), mapping use cases to Salesforce Media Cloud components, understanding how third-party systems integrate with the Media Cloud ecosystem, outlining system flows based on the existing business environment, and identifying relevant non-functional requirements based on customer needs.

Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q51-Q56):

NEW QUESTION # 51

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business and Google Ad Manager (GAM). They want to have a complete view of their media plans using dashboards.

Which system integration provides built-in dashboards to integrate with the ASM application?

- A. Tableau
- B. Google Data Studio
- C. CRM Analytics
- D. Marketing Cloud Intelligence

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence (formerly Datorama) provides built-in dashboards designed for Media Cloud ASM, offering cross-channel campaign performance visibility. While Tableau and CRM Analytics offer reporting, MCI is the Salesforce-native integrated solution specifically targeting media plans and ad campaigns in ASM. Google Data Studio is a separate Google product not embedded in Salesforce.

Reference:

Media Cloud ASM Analytics Integration

Marketing Cloud Intelligence Overview

https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci_dashboards.htm&type=5

NEW QUESTION # 52

Which two objects should a Consultant ensure the user has write access to, for the Seller to create media plans for Digital products using the Advertising Sales Management (ASM) Create Media Plan OmniScript?

Choose 2 answers

- **A. Ad Quote Line**
- B. Order
- C. Media Content Title
- **D. Quotes**

Answer: A,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To create digital media plans via ASM OmniScript, users require write access to Quote and Ad Quote Line objects because these store the media plan and its line items. Order and Media Content Title are not directly involved in the creation step.

Reference:

Media Cloud ASM OmniScript Setup

https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_omniplan_access.htm&type=5

NEW QUESTION # 53

Cloud Kicks has been using Media Cloud for the last three months and now wants to send order data over to the Google Ad Management platform.

What does a Consultant need to create in Salesforce to specify the callout URL?

- **A. Named Credential**
- B. Connected App
- C. Auth. Provider
- D. Custom Metadata

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Named Credentials provide a secure and declarative way to specify callout URLs along with authentication information, simplifying integration with Google Ad Manager. Connected Apps and Auth Providers manage authentication but do not directly specify callout URLs.

Reference:

Salesforce Named Credentials

https://help.salesforce.com/s/articleView?id=sf.named_credentials_overview.htm&type=5

NEW QUESTION # 54

A customer, who is already using the Media Cloud Advertising Sales Management (ASM) 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?

Choose 2 answers

- A. DocGenInd CME Runtime User
- **B. MediaCloudPlus Runtime**
- C. DocGenInd CME Digital Experience User
- **D. DocGenInd CME Designer User**

Answer: B,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To create and edit document templates in ASM, users need design permissions as provided by the DocGenInd CME Designer User permission set. For generating documents, runtime permissions like MediaCloudPlus Runtime are required. The CME Digital Experience User is typically for external users in Experience Cloud, while the Runtime User allows template execution but not creation.

Reference:

Salesforce Media Cloud Document Generation

NEW QUESTION # 55

A Consultant is asked to help design a solution which could aid a company in expanding their reach into the small and medium business (SMB) segment. This has traditionally been a challenge for a company in the direct-sales channel because the small and medium business greatly outnumber the Sales team.

What should the Consultant do in the design to allow for Advertiser/Agency to self-service their media plans?

- A. Build an Experience Cloud with the Customer Service template for the Advertiser to navigate the product catalog and configure the products in the site.
- B. Set up Web-to-Lead and have the Advertiser/Agency submit their media plan through a website so the Sales team can later take ownership of the record and follow up to finalize the media plan.
- C. Leverage the Advertising Sales Management Self-Care feature so that approved Advertiser/Agency can access an Experience Cloud portal where they can create and track their media plans.
- D. Set up a public user, which anyone can use to create their own media plan, and provide their company information in the record detail.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Advertising Sales Management (ASM) Self-Care is a built-in feature in Media Cloud that allows approved Advertisers and Agencies to use an Experience Cloud portal for creating and tracking media plans. This is the recommended solution to enable self-service while maintaining controlled access, which is critical for scaling SMB reach efficiently. Web-to-Lead or public users lack the robustness and security of the Self-Care portal.

Reference:

Media Cloud ASM Self-Care Overview

Salesforce Experience Cloud for Media Cloud

https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_self_care.htm&type=5

NEW QUESTION # 56

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