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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<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 CICD 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 2	<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 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.

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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q37-Q42):

NEW QUESTION # 37

A customer has the necessary licenses 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. 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.
- B. Find the installed package of Salesforce Industries Communications, Media, and Energy managed package in the setup of the sandbox instance and enable ASM.
- C. 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.
- D. Go to the Vlocity CMT administration tab in the production org, search for the ASM app, and select enable. Then refresh the target sandbox.

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The official way to install ASM is via the release package installation link provided in the Salesforce Industries Success Community. This ensures installing the latest GA version for the target sandbox. Other options refer to trial orgs or enabling existing packages but do not follow the official installation path.

Reference:

Media Cloud ASM Installation Guide

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

NEW QUESTION # 38

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. The Sales Representatives can sell digital, TV, radio, print, and event ads to their customers in a single media plan. Which two media types are available for planning out-of-the-box with Media Cloud?

Choose 2 answers

- A. Event
- B. Linear
- C. Print
- D. Digital

Answer: B,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Out-of-the-box Media Cloud supports Linear (TV, radio) and Digital media types for planning. Print and Event media types typically require customization or are handled separately.

Reference:

Media Cloud Media Types

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

NEW QUESTION # 39

A publisher has an existing system to build media plans and integrate with Google Ad Manager (GAM) to create digital ad campaigns.

Which two questions are important to ask to determine if Media Cloud Advertising Sales Management (ASM) is a good fit to replace the existing system?

Choose 2 answers

- A. Which type of marketing automation system is in use?
- B. What are the dimensions for all digital ad formats for the publisher?
- C. Which types of ad products are included in media plans?
- D. Which ad servers does the system need to connect to for campaign booking?

Answer: C,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Determining compatibility with existing ad servers and the types of ad products involved is critical when evaluating Media Cloud ASM as a replacement. Knowing ad server integration needs ensures technical fit, while product types determine if ASM supports the business model. Marketing automation systems and ad format dimensions are less critical at this stage.

Reference:

Media Cloud ASM Evaluation Checklist

Salesforce Media Cloud Integration Guidelines

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

NEW QUESTION # 40

A customer needs to implement an automated Continuous Integration and Continuous Development (CI/CD) workflow where developers will work on their own Developer orgs to configure different OmniScripts. The developers then need to migrate the changes they have done to a sandbox that will be used for testing before promoting changes to Production.

Which tool should developers use to automate the migration of OmniStudio DataPacks and Salesforce metadata within the Media Cloud orgs?

- A. Data Loader
- B. IDX Workbench
- C. Backup and Restore Automation
- D. IDX Build Tool

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

IDX Build Tool is the recommended tool for automating migration and deployment of OmniStudio DataPacks and metadata between Salesforce orgs, supporting CI/CD workflows. IDX Workbench is more manual, and Backup and Restore Automation and Data Loader do not support OmniStudio DataPacks.

Reference:

Salesforce IDX Build Tool Documentation

Media Cloud Deployment Automation

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

NEW QUESTION # 41

Which set of components are delivered as part of the managed package?

- A. OmniScript Definitions, CPQ APIs, Apex Classes, Lightning Web Components
- B. FlexiPages, Custom Labels, Vlocity Integration Settings, Custom Layouts
- C. FlexiPages, Custom Labels, Data Model, Media Service
- D. OmniScript Definitions, CPQ APIs, FlexiPages, Custom Labels

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The managed package includes OmniScript Definitions, CPQ APIs, Apex Classes, and Lightning Web Components as core functional components to deliver Media Cloud features. Other sets list supporting components but not the full package essentials.

Reference:

Media Cloud Package Contents

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

NEW QUESTION # 42

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