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Salesforce Media Cloud Consultant Exam Sample Questions (Q72-Q77):

NEW QUESTION # 72

A media publisher is using advertising sales management to manage their B2B ad sales business. During the creation of a media plan, a consultant wants to see analytical insight using the view insight button on the add and configure placements screen. Which system should the consultant use to achieve this?

- A. custom ad server
- B. google ad manager
- C. tableau
- **D. marketing cloud intelligence**

Answer: D

Explanation:

When a consultant wants to see analytical insights during the creation of a media plan in Advertising Sales Management (ASM), using Marketing Cloud Intelligence is the appropriate choice. Marketing Cloud Intelligence (formerly known as Datorama) provides comprehensive analytics and insights capabilities, enabling users to visualize and analyze data effectively. Through its integration with ASM, consultants can leverage these analytical insights to make informed decisions about media placements, optimizing ad sales strategies and improving campaign performance. References: <https://www.salesforce.com/products/marketing-cloud/intelligence/>

NEW QUESTION # 73

A b2b advertising publishing company is exploring salesforce to manage its advertising sales business. They require an ad ops persona to be created. Which two managed permission sets should a consultant add to the ad ops persona?

- A. OmniStudioAdmin
- B. OmniStudioUser
- **C. MediaCloudRuntime**
- **D. Media Cloud Base User**

Answer: C,D

Explanation:

For creating an Ad Ops persona in a B2B advertising publishing company exploring Salesforce to manage its advertising sales business, the two managed permission sets to add are:

MediaCloudRuntime: This permission set provides the necessary runtime access within Media Cloud, enabling Ad Ops personnel to execute and manage operational tasks related to advertising sales.

Media Cloud Base User: This foundational permission set grants access to basic Media Cloud functionalities, allowing Ad Ops personnel to access and interact with the core features of the Advertising Sales Management application.

These permission sets equip the Ad Ops persona with the appropriate level of access and functionality required to perform their role effectively within the Salesforce Media Cloud environment.

References:

Salesforce Media Cloud documentation: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce Permission Set documentation: https://help.salesforce.com/articleView?id=sf.perm_sets_overview.htm

NEW QUESTION # 74

A customer wants to know which products have low reception with the customers. However, the publisher is having a hard time analyzing the data because opportunities reflect only the sold products, excluding products which were once part of an opportunity but were later dropped. What should a consultant ensure is included in the design so that sellers can store and access different version of the proposed media plan and its line items?

- A. product mapping to an active price list
- B. product schedule functionality
- C. a media plan version field in opportunity line item (OLI)
- **D. quotes, and 'Sync to opportunity' custom button**

Answer: D

Explanation:

To address the challenge of analyzing products with low reception, where opportunities only reflect sold products and not those

dropped from proposals, incorporating quotes and a 'Sync to opportunity' custom button in the design is essential. This setup allows sellers to create multiple quotes representing different versions of the proposed media plan and its line items. Each quote can be synced to the opportunity as it evolves, ensuring that all proposed products, including those later dropped, are tracked and analyzed. This approach provides a comprehensive view of customer reception to all products initially considered, not just the final selections.

References:

Salesforce Quotes documentation: https://help.salesforce.com/articleView?id=quotes_overview.htm Salesforce Opportunities and Quotes Guide:

<https://trailhead.salesforce.com/content/learn/modules/opportunity-and-quote-management>

NEW QUESTION # 75

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business, track sales orders, and measure effectiveness of advertising. They have decided to use Advertising Sales Management (ASM) application licenses. However, they are unsure about the additional products they need to purchase. Which two mandatory add-on products should a consultant recommend in this scenario?

- A. industries order management
- B. digital process automation
- C. marketing cloud intelligence
- D. sales cloud

Answer: A,D

Explanation:

For a B2B advertising publishing company using Advertising Sales Management (ASM) application licenses and looking to manage its advertising sales business, track sales orders, and measure the effectiveness of advertising, the two mandatory add-on products recommended are:

Sales Cloud: This is essential for managing customer relationships, tracking sales opportunities, and providing a comprehensive CRM solution that integrates with the Advertising Sales Management functionalities.

Industries Order Management: This add-on is crucial for efficiently managing and tracking sales orders within the advertising sales process. It enables the company to streamline order fulfillment and ensure accurate order processing and management.

These add-ons provide the necessary foundation and capabilities to support the advertising sales business and its operational needs within Salesforce.

References:

Salesforce Sales Cloud documentation: <https://www.salesforce.com/products/sales-cloud/overview/> Salesforce Industries Order

Management overview: <https://www.salesforce.com/products/industries/order-management/>

NEW QUESTION # 76

A consultant is asked to help design a solution which could aid a company is expanding their reach into the small and medium business 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 advertisers/Agency to self-service their media plans?

- A. set up a public user, which anyone can use to create their own media plan, and provide their company information in the record detail
- B. 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
- C. build an experience cloud with the customer service template for the advertiser to navigate the product catalog and configure the products in the site
- D. 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.

Answer: B

Explanation:

To expand reach into the small and medium business segment and enable self-service for media planning, leveraging the Advertising Sales Management self-care feature through an Experience Cloud portal is the most effective solution. This approach allows approved advertisers or agencies to access a dedicated portal where they can autonomously create, modify, and track their media plans. This self-service capability not only enhances the customer experience by providing direct control over their media planning activities but also alleviates the workload on the sales team, making it easier to scale operations and reach a broader audience.

References:

Salesforce Experience Cloud documentation:

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

Salesforce Advertising Sales Management resources:

<https://www.salesforce.com/products/media-cloud/solutions/advertising-sales-management/>

NEW QUESTION # 77

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