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Salesforce Media Cloud Consultant Exam Sample Questions (Q91-Q96):

NEW QUESTION # 91
Aconsultant needs to see the performance trend of the ad inventory sold in june of the last five years and use this information as input for campaigns next june. Which two optional add-on salesforce reporting components can be coupled with media cloud advertising sales management to gather, correlate, and present historical ad campaigns data for better decision making at the beginning of the sales cycle?

- A. CRM analytics
- B. ad manager
- C. tableau

- D. marketing cloud intelligence

Answer: A,C

Explanation:
To see the performance trend of ad inventory sold in June over the last five years and use this information for planning campaigns for the next June, a consultant can couple Media Cloud Advertising Sales Management with:
CRM Analytics: This tool provides advanced analytics capabilities within the Salesforce platform, enabling users to gather, analyze, and visualize data for better decision-making.
Tableau: As a powerful data visualization tool, Tableau can be integrated with Salesforce to provide detailed and customizable visualizations of historical ad campaign data, aiding in the analysis and planning process.
These reporting components enable the effective correlation and presentation of historical data, facilitating informed decision-making at the beginning of the sales cycle.
References:
Salesforce CRM Analytics documentation:https://help.salesforce.com/
Tableau and Salesforce integration guide:
https://www.tableau.com/salesforce​``oaicite:0``​

NEW QUESTION # 92
What happens when a required placement is unavailable in the ad server during the check availability product with google ad manager?

- A. the check availability action updates the quantity to the available quantity
- B. the check availability action returns the availability quantity for manual adjustment
- C. a red check mark appears in the availability column
- D. a yellow check mark if partial quantity

Answer: C

Explanation:
When a required placement is unavailable in the ad server during the check availability process with Google Ad Manager, a red check mark appears in the availability column (D). This clear visual cue signals to the user that the desired placement is not available, prompting them to consider alternative placements or adjust their campaign strategy accordingly.References:
https://help.salesforce.com/articleView?id=sf.dmp_advertising_sales_check_availability.htm
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 93
Which three marketing cloud intelligence integration methods can a consultant use to ingest and integrateall available channels as well as first and third party data source, to create a cross-channel optimization platform?

- A. data mapping visualizer
- B. Data raptor
- C. Marcketing cloud intelligence data lake stream
- D. totalConnect
- E. API connectors

Answer: C,D,E

Explanation:
For ingesting and integrating all available channels as well as first and third-party data sources to create a cross-channel optimization platform, a consultant can use:
TotalConnect: This method allows for the ingestion of data from various sources, enabling a comprehensive view of customer interactions and campaign performance across channels.
Marketing Cloud Intelligence Data Lake Stream: Leveraging this integration method facilitates the streaming of large volumes of data into Marketing Cloud Intelligence, supporting real-time analytics and insights.
API Connectors: These connectors provide a flexible and customizable way to integrate disparate data sources with Salesforce, enabling seamless data exchange and integration.
Utilizing these integration methods allows for the creation of a unified platform that optimizes cross-channel marketing efforts, leveraging data from diverse sources for comprehensive analysis and insights.

References:
Salesforce Marketing Cloud Intelligence documentation:https://help.salesforce.com/ Salesforce API Documentation:
https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/

NEW QUESTION # 94

A publisher has an existing system to build media plans and integrate with google ad manager to create digital ad campaigns. Which two questions are important to ask to determine if media cloud advertising sales management is a good fit to replace the existing system?

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

Answer: C,D

Explanation:
When evaluating the fit of Media Cloud Advertising Sales Management to replace an existing system for building media plans and integrating with Google Ad Manager, it's critical to understand the types of ad products included in media plans and the ad servers required for campaign booking. These questions help ascertain the complexity and diversity of the advertising products managed by the publisher and ensure that Media Cloud can support the necessary integrations and functionalities, such as campaign booking with various ad servers like Google Ad Manager, to meet the publisher's needs.References:https://www.salesforce.com/products/media-cloud/advertising-sales/

NEW QUESTION # 95

Cloud kicks is using the google ad manager platform and there is an issue occuring at some point in the transmission of data between the system when an insertion document is being created. What can a consultant do to gather information avout the data being passed between the system?

- A. create a report against the process exception object and resend the insertion Order. if the error continues to occur, consult the report created by the consultant
- B. start a trace flag under the debug logs, send the payload again, and search for errors
- C. create a list view for the process exception object to show records that match the criteria and consult the results
- D. review the payloads found on the orchestration plan item records

Answer: B

Explanation:
To gather information about the data being passed between systems, particularly when an issue occurs during the transmission of data for an insertion order, a consultant can start a trace flag under the debug logs, resend the payload, and search for errors (A). This method allows for real-time monitoring and logging of system processes, helping to identify and diagnose the exact point of failure or error in the data transmission.
References:
https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_debugging_system_log.h
https://help.salesforce.com/

NEW QUESTION # 96

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