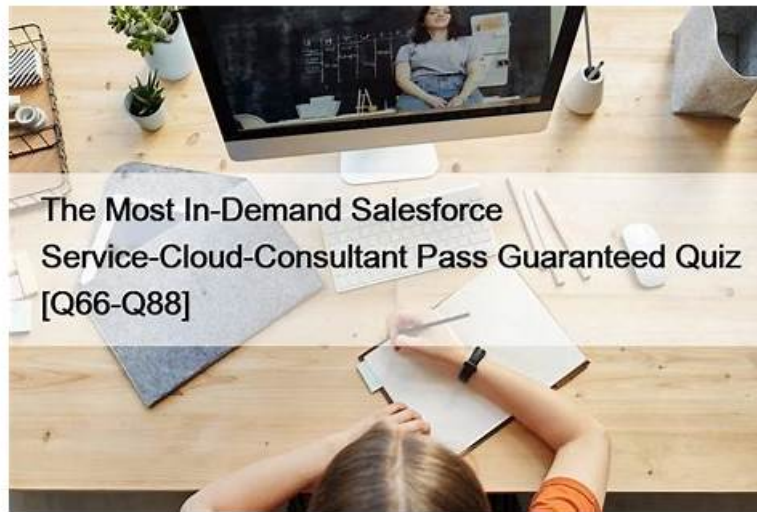


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Salesforce Media Cloud Consultant Exam Sample Questions (Q29-Q34):

NEW QUESTION # 29

Which two features should a consultant keep in mind when proosing the use of JSON-based mapping over object-based mapping for contract templates?

- A. the data to extract and merge into the template must exist in standard objects
- B. only contract, opportunity, order, and quote objects are supported when mapping fields is JSON-based mapping
- C. the consultant can use the item section for any type of item list, not only for line items
- D. JSON-mapping allows for filtering individual line items or repeatable content items to display in a document, but object-

based mapping does not

- E. documents cannot display attribute data unless the custom section in the document template is used

Answer: C,D

Explanation:

When proposing the use of JSON-based mapping over object-based mapping for contract templates, a consultant should keep in mind the following features:

JSON-mapping allows for filtering individual line items or repeatable content items to display in a document, but object-based mapping does not: This feature provides greater flexibility in customizing the content that appears in the document, allowing for more targeted and relevant information to be included.

The consultant can use the item section for any type of item list, not only for line items: This versatility enables the inclusion of various types of data lists in the document, beyond just standard line items, enhancing the document's comprehensiveness and relevance to the specific use case.

References:

Salesforce Documentation on JSON-based mapping:<https://help.salesforce.com/> Salesforce Developer Guide on JSON and Object Mapping:<https://developer.salesforce.com/>

NEW QUESTION # 30

Acient is currently using manual processes and spreadsheets for selling ads and creating media plans and insertion orders. The client has selected media cloud advertising sales management along with the industry CPQ and industries order management for this purpose. Their orders need to be activated on an ad server for which there is no current pre-built integration available from ASM, although there are APIs available. When using ASM, where should a consultant start an interface to an ad server, so orders can be submitted to the ad server?

- A. flow builder
- B. industries CPQ
- C. custom apex
- D. industries order management

Answer: D

Explanation:

For a client transitioning from manual ad sales and media plan processes to using Media Cloud Advertising Sales Management, along with Industry CPQ and Industries Order Management, integrating with an ad server where no pre-built integration exists would begin with Industries Order Management. This system is designed to handle complex order processes and activations, making it the logical starting point for developing an interface to submit orders to an ad server. Leveraging the APIs available, a custom integration can be built within the Order Management framework to ensure seamless order transmission and activation on the ad server. References:<https://www.salesforce.com/products/industries/overview/>

NEW QUESTION # 31

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require Sales Representatives and Media Planners to sell their digital ad products with targeting selections for geo targeting, day/time targeting, content targeting, and user's OS targeting.

Which type of targeting is available with Media Cloud?

- A. Content Targeting
- B. User's OS Targeting
- C. Day/Time Targeting
- D. Geo Targeting

Answer: D

Explanation:

Media Cloud supports Geo Targeting as part of its standard digital ad targeting capabilities, allowing advertisers to specify geographic locations for their ads. Content Targeting, Day/Time Targeting, and User's OS Targeting are generally managed by the Ad Server or external DSP platforms, not Media Cloud out-of-the-box.

References:

Media Cloud Digital Ad Targeting Features

NEW QUESTION # 32

A digital publisher wants to integrate its google ad manager (GAM) server with advertising sales management (ASM). Which set of object need to be populated in this scenario?

- A. ad server, ad server application, and ad server user
- B. adserver,ad server application, and ad server advertiser
- C. ad server, ad server account, and ad server user
- D. adserver,ad server account, and ad server advertiser

Answer: A

Explanation:

When integrating Google Ad Manager (GAM) server with Advertising Sales Management (ASM), the set of objects that need to be populated includes the Ad Server, Ad Server Application, and Ad Server User (A). This combination ensures that the GAM server is properly linked with ASM, allowing for the synchronization of ad server configurations, user permissions, and application-specific settings, facilitating seamless integration and management of advertising operations. References:

<https://help.salesforce.com/>

https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/sforce_api_objects_list.htm

NEW QUESTION # 33

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

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 # 34

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