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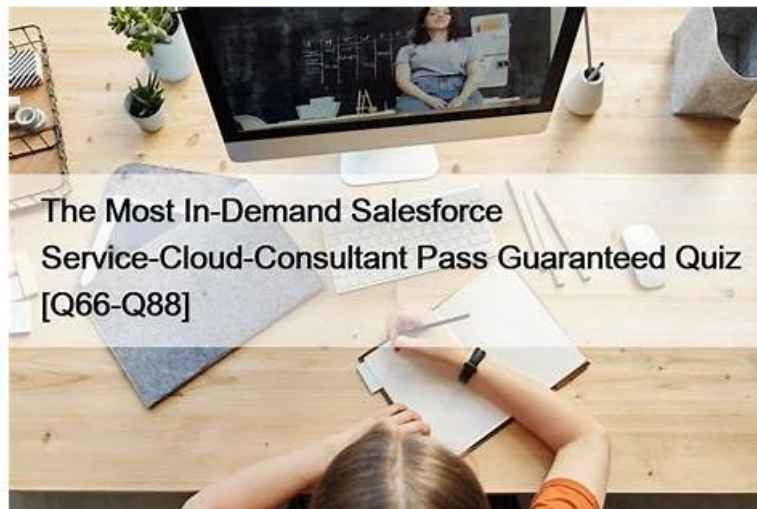
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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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.
Topic 3	• 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.

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With the rapid development of the world economy, it has been universally accepted that a growing number of people have longed to become the social elite. However, the competition of becoming the social elite is fierce for all people. The Salesforce-Media-Cloud exam will be a shortcut for a lot of people who desire to be the social elite. If you try your best to prepare for the Salesforce-Media-Cloud Exam and get the related certification in a short time, it will be easier for you to receive the attention from many leaders of the big company.

Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q46-Q51):

NEW QUESTION # 46
A customer is using Media Cloud and they need to report on how well a digital advertising campaign is performing. The company is using Google Ad Manager (GAM) as one of their primary data sources.
Which product should a Consultant implement to analyze campaign performance?

- A. CRM Analytics
- B. Marketing Cloud Intelligence
- C. Standard Salesforce Reporting and Dashboards
- D. Custom Reporting Solution

Answer: B

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Marketing Cloud Intelligence provides advanced analytics capabilities by integrating data from Media Cloud and GAM to deliver comprehensive campaign performance analysis beyond standard reports or custom solutions.
Reference:
Marketing Cloud Intelligence Overview
https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci.htm&type=5

NEW QUESTION # 47
A CTO of a B2B advertising publishing company asked an Administrator who worked on making the Media Cloud application live, for their help in monitoring the real-time information on system performance and security.
Where can the Administrator find this information?

- A. system.salesforce.com
- B. media.salesforce.com
- C. monitor.salesforce.com
- D. trust.salesforce.com

Answer: D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
trust.salesforce.com is the official Salesforce Trust site that provides real-time information on system status, performance, security incidents, and maintenance notifications. Administrators use this site to monitor org health and planned outages. Other options either do not exist or are not official Salesforce system status portals.
Reference:
Salesforce Trust Site
https://trust.salesforce.com/en/

NEW QUESTION # 48

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. 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. Set up a public user, which anyone can use to create their own media plan, and provide their company information in the record detail.
- 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:
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 # 49
An Administrator is mapping a user to Media Cloud personas. In the current role, the user builds media plans from request for proposals (RFPs), reviews past performance to gain insights, and proposes proactive solutions.
To which persona should the user be mapped?

- A. Designer
- B. Ad Ops
- C. Yield Manager
- D. Media Planner

Answer: D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
The Media Planner persona is responsible for creating media plans based on RFPs, analyzing past campaign data, and proposing strategic media buys. Yield Managers focus more on inventory optimization, Designers on creative development, and Ad Ops on campaign execution.
Reference:
Media Cloud Persona Mapping Guide
https://help.salesforce.com/s/articleView?id=sf.media_cloud_personas.htm&type=5

NEW QUESTION # 50
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. User's OS Targeting
- B. Content Targeting
- C. Geo Targeting
- D. Day/Time Targeting

Answer: C

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
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.
Reference:
Media Cloud Digital Ad Targeting Features
Salesforce Media Cloud Product Guide
https://help.salesforce.com/s/articleView?id=sf.media_cloud_targeting.htm&type=5

NEW QUESTION # 51
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