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Salesforce Media Cloud Consultant Exam Sample Questions (Q50-Q55):

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

Answer: C

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

Salesforce Media Cloud Product Guide https://help.salesforce.com/s/articleView?id=sf.media_cloud_targeting.htm&type=5

NEW QUESTION # 51

A customer has the necessary licensed 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. go to the velocity CMT administrator tab in the production org, search for the ASM app, and select enable. Then refresh the target sandbox
- B. find the installed package of salesforce industries communications, media, and energy managed package installed in 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. 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**

Answer: D

Explanation:

To install the Advertising Sales Management (ASM) package, the correct step is to use a release package installation link from the Salesforce Industries Success Community. This involves selecting the Industries applications package that is Generally Available (GA) for installation in the target sandbox environment. This method ensures that the latest and most stable version of the ASM package is installed, adhering to Salesforce's best practices for package installation in sandbox environments for testing and validation before deploying to production.

References:

Salesforce Industries Success Community: Access through Salesforce Help or Community portals
Salesforce Package Installation Guide: <https://help.salesforce.com/articleView?id=000314281&type=1&mode=1>

NEW QUESTION # 52

A consultant working on the implementation of media cloud for publishing company has been asked by an IT Manager at the publishing company to better understand the structure of media cloud data model. How should the consultant describe the characteristics of media cloud data model?

- A. it is composed of custom objects with no extensions.
- B. it is composed exclusively of custom objects
- **C. it is composed of custom and standard objects.**
- D. it is composed exclusively of standard objects

Answer: C

Explanation:

The Salesforce Media Cloud data model is characterized by a blend of both custom and standard objects. This hybrid structure allows for the flexibility to tailor the platform to specific industry needs while leveraging the robust foundational features of Salesforce. Standard objects provide core CRM functionalities, such as accounts, contacts, and opportunities, which are essential for managing customer relationships and sales processes. Custom objects are added to support unique business requirements specific to the media and publishing industry, such as managing ad inventories, media plans, and ad sales. This combination ensures that Media Cloud can cater to the complex and specialized needs of media and publishing companies.

References:

Salesforce Media Cloud documentation: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce Standard and Custom Objects documentation:

https://developer.salesforce.com/docs/atlas.en-us.object_reference.meta/object_reference/

NEW QUESTION # 53

A sales executive creates a quote. When the quote status is changed to client approved, it should automatically be submitted for approval. The approver needs to be a queue instead of an individual salesforce user. How can this be achieved in the system?

- A. invoke approval process created on opportunity linked to the quote and keep queue as approver
- B. invoke approval process created on individual quoteLineItem and keep queue as approver
- C. invoke approval process on quote and keep queue as approver
- D. invoke approval process created on a custom object lookup to quote and keep queue as approver

Answer: C

Explanation:

To automatically submit a quote for approval when its status changes to 'Client Approved' and have a queue as the approver, an approval process should be invoked on the Quote object itself. This setup allows for the routing of approvals to a designated queue, enabling a group of users rather than an individual to review and approve the quote. This method is effective for organizations that require collaborative decision-making in the approval process.

References:

Salesforce Approval Process documentation: <https://help.salesforce.com/>

Salesforce Queue Setup Guide:

<https://developer.salesforce.com/docs/atlas.en-us.securityImplGuide.meta/securityImplGuide/queues.htm>

NEW QUESTION # 54

In advertising sales management, what is the correct order to execution of the pre-built industries order management orchestration plan components?

- A. create line items, create order, add creative, approve order, activate order
- B. create order, create line items, approve order, activate order, add creative
- C. create line items, create order, approve order, activate order, add creative
- D. create order, create line items, add creative, approve order, activate order

Answer: D

Explanation:

In Advertising Sales Management, the correct order of execution for the pre-built Industries Order Management orchestration plan components is: Create Order, Create Line Items, Add Creative, Approve Order, Activate Order (B). This sequence ensures that the foundational elements of an order are established first (the order itself and its line items), followed by the association of creative materials, and finally, the approval and activation of the order for execution.

References:

https://help.salesforce.com/articleView?id=industries_advertising_order_management.htm

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

NEW QUESTION # 55

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