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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	• 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.

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	• 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.

Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q60-Q65):

NEW QUESTION # 60
A publisher has an existing system to build media plans and integrate with Google Ad Manager (GAM) to create digital ad campaigns.
Which two questions are important to ask to determine if Media Cloud Advertising Sales Management (ASM) is a good fit to replace the existing system?
Choose 2 answers

- 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 for campaign booking?
- D. Which types of ad products are included in media plans?

Answer: C,D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Determining compatibility with existing ad servers and the types of ad products involved is critical when evaluating Media Cloud ASM as a replacement. Knowing ad server integration needs ensures technical fit, while product types determine if ASM supports the business model. Marketing automation systems and ad format dimensions are less critical at this stage.
Reference:
Media Cloud ASM Evaluation Checklist
Salesforce Media Cloud Integration Guidelines
https://help.salesforce.com/s/articleView?id=sf.media_cloud_evaluation.htm&type=5

NEW QUESTION # 61
A Consultant working on the implementation of Media Cloud for a publishing company has been asked by an IT Manager at the publishing company to better understand the structure of the Media Cloud data model.
How should the Consultant describe the characteristics of the Media Cloud data model?

- A. It is composed exclusively of Standard Objects.
- B. It is composed exclusively of Custom Objects.
- C. It is composed of Custom and Standard Objects.
- D. It is composed of Custom and Standard Objects with no extensions.

Answer: C

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Media Cloud's data model includes both standard Salesforce objects (like Account, Contact, Quote) and custom objects specifically designed to handle media-related data. This hybrid model leverages Salesforce's core platform while extending it for media sales and delivery.

Reference:
Media Cloud Data Model Overview
https://help.salesforce.com/s/articleView?id=sf.media_cloud_data_model.htm&type=5

NEW QUESTION # 62
A publisher wants to create a media plan that includes linear ads for a specific TV program.
Which object should a Consultant use to define this TV program in Media Cloud?

- A. Media Channel
- B. Ad Creative
- C. Media Plan Placement
- D. Ad Space Specification

Answer: D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Ad Space Specification objects define inventory specifications such as TV programs for linear ads. Media Plan Placement
represents the booking of ads into those specs. Media Channel is broader, and Ad Creative is related to creative assets, not media
inventory.
Reference:
Media Cloud Ad Space Specification
https://help.salesforce.com/s/articleView?id=sf.media_cloud_ad_space_specification.htm&type=5

NEW QUESTION # 63
A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. The Sales Representatives
can sell digital, TV, radio, print, and event ads to their customers in a single media plan.
Which two media types are available for planning out-of-the-box with Media Cloud?
Choose 2 answers

- A. Event
- B. Print
- C. Linear
- D. Digital

Answer: C,D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Out-of-the-box Media Cloud supports Linear (TV, radio) and Digital media types for planning. Print and Event media types
typically require customization or are handled separately.
Reference:
Media Cloud Media Types
https://help.salesforce.com/s/articleView?id=sf.media_cloud_media_types.htm&type=5

NEW QUESTION # 64
Which set of components are delivered as part of the managed package?

- A. FlexiPages, Custom Labels, Data Model, Media Service
- B. OmniScript Definitions, CPQ APIs, FlexiPages, Custom Labels
- C. FlexiPages, Custom Labels, Vlocity Integration Settings, Custom Layouts
- D. OmniScript Definitions, CPQ APIs, Apex Classes, Lightning Web Components

Answer: D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
The managed package includes OmniScript Definitions, CPQ APIs, Apex Classes, and Lightning Web Components as core

functional components to deliver Media Cloud features. Other sets list supporting components but not the full package essentials.
Reference:
Media Cloud Package Contents
https://help.salesforce.com/s/articleView?id=sf.media_cloud_package_contents.htm&type=5

NEW QUESTION # 65
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