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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	• 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 3	• 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.

Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q52-Q57):

NEW QUESTION # 52

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

Answer: B,C

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 # 53

Media Campaign is a record type of which object?

- A. Account
- **B. Quote**
- C. Opportunity
- D. Campaign

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

In Media Cloud, Media Campaign is a record type under the Quote object, allowing specialized handling of media campaigns within the sales process framework.

Reference:

Media Cloud Quote Record Types

https://help.salesforce.com/s/articleView?id=sf.media_cloud_quote_record_types.htm&type=5

NEW QUESTION # 54

When creating a Digital Ad Sales Media Proposal, which object mapping is used to link one show with multiple ad space formats during the catalog design?

- A. Ad Space Creative Size Type (One-to-One)
- B. Ad Space Specification (One-to-One)
- C. Ad Space Creative Size Type (One-to-Many)
- **D. Ad Space Specification (One-to-Many)**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Ad Space Specification to Ad Space Creative Size Type uses a one-to-many relationship, allowing one show (Ad Space Specification) to be linked with multiple ad space formats (Creative Size Types) to handle different formats in the catalog.

Reference:

Media Cloud Catalog Design Data Model

https://help.salesforce.com/s/articleView?id=sf.media_cloud_catalog_data_model.htm&type=5

NEW QUESTION # 55

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

Answer: D

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 # 56

What are two roles of Marketing Cloud Intelligence in Media Cloud?

Choose 2 answers

- A. Campaign performance using Media Cloud and Ad Server data
- B. Campaign reporting using Media Cloud and Ad Server data
- C. Acts as a data lake for customer data insights
- D. Acts as a customer data platform

Answer: A,B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence functions to provide campaign reporting and performance analytics by combining Media Cloud and Ad Server data. It is not a customer data platform or a generic data lake, but a specialized marketing analytics solution.

Reference:

Marketing Cloud Intelligence Roles

https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci_roles.htm&type=5

NEW QUESTION # 57

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