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For the Salesforce Media Cloud Consultant Exam (Media-Cloud-Consultant) web-based practice exam no special software installation is required. because it is a browser-based Salesforce Media Cloud Consultant Exam (Media-Cloud-Consultant) practice test. The web-based Salesforce Media Cloud Consultant Exam (Media-Cloud-Consultant) practice exam works on all operating systems like Mac, Linux, iOS, Android, and Windows. In the same way, IE, Firefox, Opera and Safari, and all the major browsers support the web-based Salesforce Media-Cloud-Consultant Practice Test.

Salesforce Media Cloud Consultant Exam Sample Questions (Q73-Q78):

NEW QUESTION # 73

Which two solutions should a consultant recommend to a client who wants to integrate with an ad server other than google ad manager (GAM) to create an ad campaign?

- A. create a custom solution using apex code
- B. use the out of the box marketing cloud intelligence connector
- C. use the out of the box ad server integration
- D. create a custom integration procedure to integrate with the ad server

Answer: A,D

Explanation:

For integrating with an ad server other than Google Ad Manager (GAM) to create an ad campaign, the consultant should recommend:

Creating a custom integration procedure to integrate with the ad server: This involves developing a tailored integration solution that communicates directly with the ad server's APIs, ensuring seamless data exchange and functionality specific to the client's needs.

Creating a custom solution using Apex code: Leveraging Salesforce's powerful programming language, Apex, to build custom logic and integrations that cater specifically to the functionality and workflows required for the ad server integration.

These approaches provide the flexibility and specificity needed to integrate with various ad servers, offering tailored solutions that meet the client's unique requirements.

References:

Salesforce Developer Guide on Integration and APIs:

<https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/>

Salesforce Apex Developer Guide:

<https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/>

NEW QUESTION # 74

Which tool should a consultant include in the design for a media cloud advertising sales management (ASM) org when looking to enable a company to track campaign performance from external servers?

- A. marketing cloud intelligence
- B. third party tools (DOMO, PowerBI, etc)
- C. CRM analytics
- D. standard salesforce report and dashboard

Answer: A

Explanation:

To enable a company to track campaign performance from external servers within a Media Cloud Advertising Sales Management (ASM) org, the consultant should include Marketing Cloud Intelligence in the design.

Marketing Cloud Intelligence provides advanced analytics and data integration capabilities, allowing companies to aggregate, analyze, and visualize data from various sources, including external servers. This tool enables the tracking of campaign performance across different platforms and media, offering comprehensive insights into the effectiveness of advertising campaigns.

References:

Salesforce Marketing Cloud Intelligence documentation: <https://help.salesforce.com/> Salesforce Media Cloud resources:

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

NEW QUESTION # 75

A customer has provided the below Ad placement requirements for a vertical banner. size: 120x600, position (left or right), content (animated GIF) with two fields need to be configured in the ad creative size type object to meet the customers requirements?

- A. ad placement type
- B. position
- C. width
- D. height

Answer: C,D

NEW QUESTION # 76

A customer has a requirement to allow the operations team to view quote records in order to perform "create and submit order" action only when the corresponding opportunity has reached a specific status called "closed won". Sales users will remain as the record owners of quotes and order for reporting purpose. The organization wide default setting for quote and order object is private. How should a consultant solve this requirement with minimal customization?

- A. configure role hierarchy, such that the operations team is higher than the sales users in the same hierarchy group
- B. share order records programmatically using apex whenever opportunity status is "closed won"
- C. configure a criteria-based sharing rule to share order records once opportunity status is "closed won"
- D. sales users will use manual sharing in order to share order records once opportunity status is "closed won"

Answer: C

Explanation:

To allow the operations team to access quote records and perform the "create and submit order" action only when the corresponding opportunity status is "Closed Won", while maintaining the organization-wide default setting for quote and order objects as private, criteria-based sharing rules should be configured. This sharing rule can be set up to share order records with the operations team based on the specific criteria of the opportunity status reaching "Closed Won", thus fulfilling the requirement with minimal customization.

References:

Salesforce Sharing Rules documentation: https://help.salesforce.com/articleView?id=security_sharing_rules_create.htm

Salesforce Opportunity Management guide: <https://trailhead.salesforce.com/en/content/learn/modules/opportunity-management>

NEW QUESTION # 77

A publisher has an existing system to build media plans and integrate with Google Ad Manager to create digital ad campaigns. Which two questions are important to ask to determine if Media Cloud Advertising Sales Management is a good fit to replace the existing system?

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

Answer: A,B

Explanation:

When evaluating the fit of Media Cloud Advertising Sales Management to replace an existing system for building media plans and integrating with Google Ad Manager, it's critical to understand the types of ad products included in media plans and the ad servers required for campaign booking. These questions help ascertain the complexity and diversity of the advertising products managed by the publisher and ensure that Media Cloud can support the necessary integrations and functionalities, such as campaign booking with various ad servers like Google Ad Manager, to meet the publisher's needs. References: <https://www.salesforce.com/products/media-cloud/advertising-sales/>

NEW QUESTION # 78

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