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Salesforce Media Cloud Consultant Exam Sample Questions (Q83-Q88):

NEW QUESTION # 83

A publishing company receives a request for a proposal (RFP) from a home store to advertise their brands - Electro and Furnito. How should a consultant model the home account?

- A. create an account for home with advertiser record Type and create Accounts for Electro and Furnito with brand record Type
- B. create an Account for Home with two Contacts - Electro and Furnito
- C. create Accounts for Home, Electro, and Furnito with Advertiser Record Type
- D. create Accounts for Home, Electro, and Furnito and associate using the parent-child relation

Answer: A

Explanation:

In Salesforce Media Cloud, it's best to model the Home store account as an advertiser and Electro and Furnito as brands under it. This setup allows for clear differentiation between the main advertiser (Home) and its specific brands (Electro and Furnito), facilitating targeted advertising campaigns and proposals. Utilizing advertiser and brand record types ensures that the relationship and hierarchy between the Home store and its brands are accurately represented and managed within the system. References: <https://help.salesforce.com/>

NEW QUESTION # 84

What happens when a required placement is unavailable in the ad server during the check availability product with google ad manager?

- A. a yellow check mark if partial quantity
- B. the check availability action updates the quantity to the available quantity
- C. the check availability action returns the availability quantity for manual adjustment
- **D. a red check mark appears in the availability column**

Answer: D

Explanation:

When a required placement is unavailable in the ad server during the check availability process with Google Ad Manager, a red check mark appears in the availability column (D). This clear visual cue signals to the user that the desired placement is not available, prompting them to consider alternative placements or adjust their campaign strategy accordingly. References: https://help.salesforce.com/articleView?id=sf.dmp_advertising_sales_check_availability.htm
<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 85

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 ad server integration
- C. use the out of the box marketing cloud intelligence connector
- **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 # 86

A customer wants to know which products have low reception with the customers. However, the publisher is having a hard time analyzing the data because opportunities reflect only the sold products, excluding products which were once part of an opportunity but were later dropped. What should a consultant ensure is included in the design so that sellers can store and access different version of the proposed media plan and its line items?

- A. a media plan version field in opportunity line item (OLI)
- **B. quotes, and 'Sync to opportunity' custom button**
- C. product mapping to an active price list
- D. product schedule functionality

Answer: B

Explanation:

To address the challenge of analyzing products with low reception, where opportunities only reflect sold products and not those dropped from proposals, incorporating quotes and a 'Sync to opportunity' custom button in the design is essential. This setup allows sellers to create multiple quotes representing different versions of the proposed media plan and its line items. Each quote can be synced to the opportunity as it evolves, ensuring that all proposed products, including those later dropped, are tracked and analyzed. This approach provides a comprehensive view of customer reception to all products initially considered, not just the final selections.

References:

Salesforce Quotes documentation: https://help.salesforce.com/articleView?id=quotes_overview.htm Salesforce Opportunities and Quotes Guide:

<https://trailhead.salesforce.com/content/learn/modules/opportunity-and-quote-management>

NEW QUESTION # 87

Media Campaign is a record type of which object?

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

Answer: C

Explanation:

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

References:

Media Cloud Quote Record Types https://help.salesforce.com/s/articleView?id=sf.media_cloud_quote_record_types.htm&type=5

NEW QUESTION # 88

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