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If you want to advance in this fast-growing technological world, Salesforce Media-Cloud-Consultant certification is a must. Yet, the common problem the aspiring candidates undergo is seeking updated, authentic, and trustworthy Salesforce Media-Cloud-Consultant Dumps for the most cherished Media-Cloud-Consultant certification exam.

Salesforce Media Cloud Consultant Exam Sample Questions (Q29-Q34):

NEW QUESTION # 29

A consultant is asked to help design a solution which could aid a company is expanding their reach into the small and medium business segment. This has traditionally been a challenge for a company in the direct-sales channel because the small and medium business greatly outnumber the sales team. What should the consultant do in the design to allow for advertisers/Agency to self-service their media plans?

- A. leverage the advertising sales management self-care feature so that approved advertiser/agency can access an experience cloud portal where they can create and track their media plans
- B. set up web-to-lead and have the advertiser/agency submit their media plan through a website so the sales team can later take ownership of the record and follow up to finalize the media plan.
- C. set up a public user, which anyone can use to create their own media plan, and provide their company information in the record detail
- D. build an experience cloud with the customer service template for the advertiser to navigate the product catalog and configure the products in the site

Answer: A

Explanation:

To expand reach into the small and medium business segment and enable self-service for media planning, leveraging the Advertising Sales Management self-care feature through an Experience Cloud portal is the most effective solution. This approach allows approved advertisers or agencies to access a dedicated portal where they can autonomously create, modify, and track their media plans. This self-service capability not only enhances the customer experience by providing direct control over their media planning activities but also alleviates the workload on the sales team, making it easier to scale operations and reach a broader audience.

References:

Salesforce Experience Cloud documentation: <https://www.salesforce.com/products/experience-cloud/overview/>

Salesforce Advertising Sales Management resources: <https://www.salesforce.com/products/media-cloud/solutions/advertising-sales-management/>

NEW QUESTION # 30

During proposal line item creation, a consultant needs to be able to select a value for a picklist type attribute. Which non-overridable behaviour must the consultant select during the assignment to the parent object type?

- A. is Encrypted
- B. Run-time Configurable
- C. is Not Translatable
- D. is not Assetizable

Answer: B

Explanation:

When creating a proposal line item that includes a picklist type attribute, the consultant must ensure the attribute is "Run-time Configurable" (B) during its assignment to the parent object type. This non-overridable behavior allows the attribute's value to be selected dynamically at the time of proposal line item creation, providing the necessary flexibility to adapt to varying proposal requirements.

References:

<https://help.salesforce.com/>

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

NEW QUESTION # 31

What are three media cloud record types for the account object?

- A. advertiser account'
- B. brand account

- C. household account
- D. agency account
- E. publisher account

Answer: A,D,E

Explanation:

In Salesforce Media Cloud, the account object can be customized to represent different entities involved in the media and advertising ecosystem. The three record types for the account object include: Agency Account (A), Advertiser Account (B), and Publisher Account (C). These record types help in organizing and managing relationships and interactions with various stakeholders in the advertising process, such as agencies that represent advertisers, the advertisers themselves who are the clients looking to promote their products or services, and publishers who own the media space where the ads are displayed. References:

<https://help.salesforce.com/>

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

NEW QUESTION # 32

AB2B advertising publishing company wants to start advertising sales management components migration from the source org to the target org. Which two tools can they use to migrate advertising sales management components?

- A. change sets
- B. IDX workbench
- C. IDX build tool
- D. unmanaged packages

Answer: A,D

Explanation:

For migrating Advertising Sales Management components from a source org to a target org, unmanaged packages and change sets are two effective tools. Unmanaged packages allow for the grouping of various components for deployment to another org, whereas change sets enable the transfer of specific customizations from one Salesforce org to another directly. Both methods facilitate the migration of configurations and customizations integral to Advertising Sales Management.

References:

Salesforce Change Sets documentation: <https://help.salesforce.com/>

Salesforce Unmanaged Packages Guide: https://developer.salesforce.com/docs/atlas.en-us.packagingGuide.meta/packagingGuide/packaging_package_intro.htm

NEW QUESTION # 33

A media firm would like to update campaign level details to compare schedule versus actual delivery on a daily basis. Which approach should a consultant take in this scenario?

- A. get the schedule versus actuals using a revenue schedule tool or downstream batch integration
- B. Use an offline, static report to get the schedule versus actual details
- C. implement a listener integration to the downstream billing system for real-time schedule versus actual details
- D. get the schedule versus actuals using downstream real-time integration

Answer: A

Explanation:

For a media firm looking to update campaign-level details to compare scheduled versus actual delivery on a daily basis, utilizing a revenue schedule tool or implementing a downstream batch integration would be the most efficient approach. This method allows for the aggregation of data at specified intervals, ensuring that the comparison reflects the most accurate and up-to-date information. Batch integration processes can be scheduled to run daily, providing the firm with a consistent and reliable method of tracking performance against expectations. References: <https://developer.salesforce.com/>

NEW QUESTION # 34

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