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## Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• 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</li><li>• 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.</li></ul>

Topic 2	<ul style="list-style-type: none"> <li>• 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</li> <li>• CD environment.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• 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.</li> </ul>

## Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q19-Q24):

### NEW QUESTION # 19

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](https://help.salesforce.com/s/articleView?id=sf.media_cloud_media_types.htm&type=5)

### NEW QUESTION # 20

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business. During the creation of a media plan, a Consultant wants to see analytical insights using the View Insights button on the Add and Configure Placements screen.

Which system should the Consultant use to achieve this?

- A. Tableau
- B. Google Ad Manager
- C. Custom Ad Server
- D. Marketing Cloud Intelligence

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence provides advanced analytical insights integrated into Media Cloud ASM, including the View Insights feature in media plan placement. This system offers cross-channel campaign performance data, which cannot be achieved through custom ad servers or GAM alone.

Reference:

Media Cloud ASM Analytics Integration

Marketing Cloud Intelligence Overview

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_mci\\_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci_integration.htm&type=5)

#### NEW QUESTION # 21

During a Google Ad Manager (GAM) order orchestration, which two steps does a Media Planner need to complete manually in the GAM Server?

Choose 2 answers

- **A. Associate the creatives to a line item in GAM.**
- B. Check availability of inventory in GAM.
- **C. Check if creatives are loaded in GAM.**
- D. Create order in GAM.

**Answer: A,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

While many GAM functions can be automated through integrations, loading creatives and associating them to line items often require manual intervention to ensure the correct assets are linked. Inventory availability and order creation are generally handled programmatically or via Media Cloud integration.

Reference:

Media Cloud GAM Integration Workflow

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_gam\\_manual\\_steps.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_gam_manual_steps.htm&type=5)

#### NEW QUESTION # 22

A publisher needs to check ad server inventory as part of the media plan creation process.

Which ad server is supported by standard Media Cloud Advertising Sales Management (ASM) features?

- **A. Google Ad Manager**
- B. Openx
- C. Campaign Manager 360
- D. Sizmek

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Google Ad Manager (GAM) is the only ad server with out-of-the-box integration supported in Media Cloud ASM. This enables inventory checks, campaign booking, and reporting directly through Media Cloud interfaces. Other servers require custom integrations.

Reference:

Media Cloud Supported Ad Servers

Google Ad Manager Integration Guide

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#### NEW QUESTION # 23

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

**Answer: B**

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