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Salesforce Media Cloud Consultant Exam Sample Questions (Q80-Q85):

NEW QUESTION # 80

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require Sales Representatives and Media Planners to sell their digital ad products with targeting selections for geo targeting, day/time targeting, content targeting, and user's OS targeting.

Which type of targeting is available with Media Cloud?

- A. Geo Targeting
- B. User's OS Targeting
- C. Day/Time Targeting
- D. Content Targeting

Answer: A

Explanation:

Media Cloud supports Geo Targeting as part of its standard digital ad targeting capabilities, allowing advertisers to specify geographic locations for their ads. Content Targeting, Day/Time Targeting, and User's OS Targeting are generally managed by the Ad Server or external DSP platforms, not Media Cloud out-of-the- box.

References:

Media Cloud Digital Ad Targeting Features

Salesforce Media Cloud Product Guidehttps://help.salesforce.com/s/articleView?id=sf.media_cloud_targeting.htm&type=5

NEW QUESTION # 81

A company has purchased the media cloud solution. the it manager in charge of the deployment wants to understand which tools in media cloud can be used to mae legacy system data model to the media cloud data model? Which two tools should the consultant metion to the IT manager in this case?

- A. IDX build tool
- B. setup / object manager
- C. schema builder
- D. IDX workbench

Answer: A,D

Explanation:

In mapping legacy system data models to the Media Cloud data model, the IDX Build Tool and IDX Workbench are the recommended tools. The IDX Build Tool helps in constructing and customizing data integrations, facilitating the alignment of legacy data structures with Salesforce's data model. IDX Workbench, on the other hand, provides a more interactive environment for managing and testing data mappings and transformations, ensuring seamless integration between legacy systems and Media Cloud. These tools are designed to streamline the integration process, making it easier for IT managers to transition their existing data into the Salesforce ecosystem. References:<https://developer.salesforce.com/>

NEW QUESTION # 82

What does "Check Availability" do during media plan creation?

- **A. checks the ad space and capacity availability in the ad server'**
- B. checks the schedules of the campaign plan team
- C. checks the availability of the ad server
- D. makes sure that resources to work on creatives are available

Answer: A

Explanation:

The "Check Availability" function during media plan creation is designed to check the ad space and capacity availability in the ad server (D). This process ensures that the desired placements and inventory are available for the planned campaign dates and volumes, thereby avoiding overbooking and enabling effective campaign planning and execution. References:

https://help.salesforce.com/articleView?id=sf.dmp_advertising_sales_check_availability.htm

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

NEW QUESTION # 83

A company has purchased the media cloud solution. the it manager in charge of the deployment wants to understand which tools in media cloud can be used to mae legacy system data model to the media cloud data model? Which two tools should the consultant metion to the IT manager in this case?

- **A. IDX build tool**
- B. setup / object manager
- C. schema builder
- **D. IDX workbench**

Answer: A,D

Explanation:

In mapping legacy system data models to the Media Cloud data model, the IDX Build Tool and IDX Workbench are the recommended tools. The IDX Build Tool helps in constructing and customizing data integrations, facilitating the alignment of legacy data structures with Salesforce's data model. IDX Workbench, on the other hand, provides a more interactive environment for managing and testing data mappings and transformations, ensuring seamless integration between legacy systems and Media Cloud. These tools are designed to streamline the integration process, making it easier for IT managers to transition their existing data into the Salesforce ecosystem. References: <https://developer.salesforce.com/>

NEW QUESTION # 84

A company is planning to do an audit and needs a report to determine all the price list changes that have been configured in all streaming packages configured in media cloud. which set of objects should a consultant access to generate such report?

- A. product, price list entry, pricing element
- B. product, pricing variable, pricing variable binding
- **C. product, price book, price book entry, price list**
- D. product, pricing plan, pricing plan step, price list

Answer: C

Explanation:

To audit and determine all the price list changes configured in all streaming packages in Media Cloud, accessing the Product, Price Book, Price Book Entry, and Price List objects would be necessary. These objects collectively store information about the products (streaming packages), their associated price lists, and any changes made to pricing over time. This structured approach allows for detailed reporting and analysis of pricing adjustments, ensuring transparency and accountability in pricing strategies. References: <https://developer.salesforce.com/>

NEW QUESTION # 85

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