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## Salesforce Media Cloud Consultant Exam Sample Questions (Q93-Q98):

### NEW QUESTION # 93

In advertising sales management, what is the correct order to execution of the pre-built industries order management orchestration plan components?

- A. create order, create line items, add creative, approve order, activate order
- B. create line items, create order, add creative, approve order, activate order
- **C. create order, create line items, approve order, activate order, add creative**
- D. create line items, create order, approve order, activate order, add creative

**Answer: C**

Explanation:

In Advertising Sales Management, the correct order of execution for the pre-built Industries Order Management orchestration plan components is: Create Order, Create Line Items, Add Creative, Approve Order, Activate Order (B). This sequence ensures that the foundational elements of an order are established first (the order itself and its line items), followed by the association of creative materials, and finally, the approval and activation of the order for execution. References:

[https://help.salesforce.com/articleView?id=industries\\_advertising\\_order\\_management.htm](https://help.salesforce.com/articleView?id=industries_advertising_order_management.htm)

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

### NEW QUESTION # 94

A company has purchased the media cloud solution and the IT Manager in charge of the deployment wants to understand the structure of all salesforce objects included in the solution. What should a Consultant provide in order to meet this request?

- A. media cloud schema model
- B. media cloud object reference
- C. media cloud install packages
- **D. media cloud data model**

**Answer: D**

Explanation:

For an IT Manager looking to understand the structure of all Salesforce objects included in the Media Cloud solution, providing the Media Cloud data model is the most appropriate action. The data model will give a comprehensive overview of how the objects are structured and how they relate to each other within the Media Cloud environment. This understanding is crucial for planning integrations, customizations, and for ensuring the solution aligns with the company's business processes. References: <https://help.salesforce.com/>

### NEW QUESTION # 95

A home store wants to advertise their products on a particular tv channel owned by a publishing company. Which channel should this media plan include?

- A. Print
- B. Digital
- **C. Linear**
- D. OutofHome (OOH)

**Answer: C**

Explanation:

For a home store wanting to advertise their products on a TV channel owned by a publishing company, the media plan should include the "Linear" channel (B). Linear advertising refers to traditional TV commercials broadcasted across scheduled programming. This is the most appropriate channel for TV-based advertising, as opposed to Out of Home (OOH), which relates to billboards and public displays, Print, which involves newspapers and magazines, and Digital, which encompasses online and social media platforms. References:

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

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

### NEW QUESTION # 96

Which two features should a consultant keep in mind when proposing the use of JSON-based mapping over object-based mapping for contract templates?

- A. documents cannot display attribute data unless the custom section in the document template is used
- **B. JSON-mapping allows for filtering individual line items or repeatable content items to display in a document, but object-based mapping does not**
- C. only contract, opportunity, order, and quote objects are supported when mapping fields in JSON-based mapping
- D. the data to extract and merge into the template must exist in standard objects
- **E. the consultant can use the item section for any type of item list, not only for line items**

**Answer: B,E**

Explanation:

When proposing the use of JSON-based mapping over object-based mapping for contract templates, a consultant should keep in mind the following features:

JSON-mapping allows for filtering individual line items or repeatable content items to display in a document, but object-based mapping does not. This feature provides greater flexibility in customizing the content that appears in the document, allowing for more targeted and relevant information to be included.

The consultant can use the item section for any type of item list, not only for line items: This versatility enables the inclusion of various types of data lists in the document, beyond just standard line items, enhancing the document's comprehensiveness and relevance to the specific use case.

References:

Salesforce Documentation on JSON-based mapping: <https://help.salesforce.com/> Salesforce Developer Guide on JSON and Object Mapping: <https://developer.salesforce.com/>

#### **NEW QUESTION # 97**

What are two roles of marketing cloud intelligence in media cloud?

- **A. campaign performance using media cloud and ad server data**
- **B. campaign reporting using media cloud and ad server data**
- C. acts as a data lake for customer data insight
- D. acts as a customer data platform

**Answer: A,B**

Explanation:

Marketing Cloud Intelligence in Media Cloud plays a crucial role in campaign reporting and performance analysis. It enables users to consolidate and analyze data from Media Cloud and various ad servers, providing a comprehensive view of campaign performance (A, C). This allows for effective measurement of campaign outcomes, optimization of strategies based on performance insights, and reporting on key metrics like reach, impressions, clicks, and conversions across different platforms and channels.

References:

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

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

#### **NEW QUESTION # 98**

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