

# Salesforce-Media-Cloud Latest Learning Materials, Salesforce-Media-Cloud Exam Passing Score



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Now we can say that Salesforce Media Cloud Accredited Professional (AP) Exam (Salesforce-Media-Cloud) exam questions are real and top-notch Salesforce Salesforce-Media-Cloud exam questions that you can expect in the upcoming Salesforce Media Cloud Accredited Professional (AP) Exam (Salesforce-Media-Cloud) exam. In this way, you can easily pass the Salesforce-Media-Cloud exam with good scores. The countless Salesforce-Media-Cloud Exam candidates have passed their dream Salesforce-Media-Cloud certification exam and they all got help from real, valid, and updated Salesforce-Media-Cloud practice questions, You can also trust on PDFDumps and start preparation with confidence.

## Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q16-Q21):

### NEW QUESTION # 16

A publisher has an existing system to build media plans and integrate with Google Ad Manager (GAM) to create digital ad campaigns.

Which two questions are important to ask to determine if Media Cloud Advertising Sales Management (ASM) is a good fit to replace the existing system?

Choose 2 answers

- A. What are the dimensions for all digital ad formats for the publisher?
- B. Which ad servers does the system need to connect to for campaign booking?
- C. Which types of ad products are included in media plans?
- D. Which type of marketing automation system is in use?

**Answer: B,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Determining compatibility with existing ad servers and the types of ad products involved is critical when evaluating Media Cloud ASM as a replacement. Knowing ad server integration needs ensures technical fit, while product types determine if ASM supports the business model. Marketing automation systems and ad format dimensions are less critical at this stage.

Reference:

Media Cloud ASM Evaluation Checklist

Salesforce Media Cloud Integration Guidelines

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

### NEW QUESTION # 17

A CTO of a B2B advertising publishing company asked an Administrator who worked on making the Media Cloud application live, for their help in monitoring the real-time information on system performance and security.

Where can the Administrator find this information?

- A. system.salesforce.com
- B. monitor.salesforce.com
- C. media.salesforce.com
- D. trust.salesforce.com

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

trust.salesforce.com is the official Salesforce Trust site that provides real-time information on system status, performance, security incidents, and maintenance notifications. Administrators use this site to monitor org health and planned outages. Other options either do not exist or are not official Salesforce system status portals.

Reference:

Salesforce Trust Site

<https://trust.salesforce.com/en/>

### NEW QUESTION # 18

Which two features should a Consultant keep in mind when proposing the use of JSON-based mapping over Object-based mapping for Contract templates?

Choose 2 answers

- A. The data to extract and merge into the template must exist in standard objects.
- 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. Documents cannot display attribute data unless the Custom section in the document template is used.
- D. Only Contract, Opportunity, Order, and Quote objects are supported when mapping fields in JSON-based mapping.

- E. The Consultant can use the item section for any type of item list, not only for line items.

**Answer: B,E**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

JSON-based mapping offers greater flexibility, such as allowing the item section to include any list type, not just line items, and supports filtering for repeatable content in documents. Object-based mapping is more rigid and limited to standard object types.

Reference:

Media Cloud Contract Template Mapping

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

#### NEW QUESTION # 19

Which three Marketing Cloud Intelligence integration methods can a Consultant use to ingest and integrate all available channels as well as first and third party data sources, to create a cross-channel optimization platform?

Choose 3 answers

- A. Marketing Cloud Intelligence Data Lake Stream
- B. Data Mapping Visualizer
- C. TotalConnect
- D. Data Raptor
- E. API Connectors

**Answer: A,C,E**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence (MCI) supports multiple integration methods including API Connectors for direct data ingestion, TotalConnect for ingesting external datasets, and Data Lake Streams for large-scale streaming data ingestion. Data Raptor and Data Mapping Visualizer are primarily Salesforce data transformation tools, not ingestion methods for MCI.

Reference:

Marketing Cloud Intelligence Integration Overview

[https://help.salesforce.com/s/articleView?id=sf.mc\\_mci\\_data\\_ingestion.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_mci_data_ingestion.htm&type=5)

#### NEW QUESTION # 20

In Advertising Sales Management (ASM), what is the correct order of execution of the pre-built Industries Order Management orchestration plan components?

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

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The orchestration plan in ASM follows a logical sequence starting with creating the order, then creating associated line items, followed by approval, activation, and finally adding creative assets. This order ensures proper status transitions and fulfillment processes.

Reference:

Media Cloud Industries Order Management Documentation

Salesforce ASM Orchestration Plans

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

#### NEW QUESTION # 21

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