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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 • CD environment.
Topic 2	• 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.
Topic 3	• 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 • 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.

Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q32-Q37):

NEW QUESTION # 32
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, Pricing Plan, Pricing Plan Step, Price List
- B. Product, Pricing Variable, Pricing Variable Binding
- C. Product, Price List Entry, Pricing Element
- D. Product, Price Book, Price Book Entry, Price List

Answer: A

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Pricing Plan, Pricing Plan Step, and Price List objects are part of the managed pricing framework in Media Cloud used to define and track pricing changes. These objects collectively reflect the price list changes over streaming packages. Product and Price Book objects are standard Salesforce objects but do not capture the pricing plan step details critical for auditing price changes.
Reference:
Media Cloud Pricing Management Data Model
https://help.salesforce.com/s/articleView?id=sf.media_cloud_pricing_management.htm&type=5

NEW QUESTION # 33
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. Sizmek
- C. Campaign Manager 360

- D. Openx

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
https://help.salesforce.com/s/articleView?id=sf.media_cloud_gam_integration.htm&type=5

NEW QUESTION # 34

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. API Connectors
- C. TotalConnect
- D. Data Mapping Visualizer
- E. Data Raptor

Answer: A,B,C

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

NEW QUESTION # 35

A broadcaster, who has implemented Media Cloud, wants to have a comparative view of planned versus actual revenue based on actual impressions.
In which two ways can a Consultant obtain both planned and actual revenue amounts?
Choose 2 answers

- A. Planned revenue from Media Cloud and actuals from Ad Server
- B. Planned revenue and actuals from Media Cloud
- C. Planned revenue from Ad Server and actuals from Media Cloud
- D. Planned revenue and actuals from Ad Server

Answer: A,B

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Media Cloud is designed to provide planned revenue figures as part of the media planning and booking process, while actual revenue data often comes from external Ad Servers that track delivery and impressions. To have a complete comparative view, consultants commonly combine planned revenue data maintained within Media Cloud with actual revenue data retrieved from the Ad Server, or use Media Cloud's integrated capabilities if actuals are captured there. Salesforce Media Cloud documentation supports this dual approach to revenue tracking by integrating planned data internally and actuals from connected Ad Servers for accurate financial analysis and reporting.
Reference:
Media Cloud Implementation Guide - Revenue Management Section

Salesforce Media Cloud Overview on Revenue Data Integration
https://help.salesforce.com/s/articleView?id=sf.media_cloud_revenue_management.htm&type=5

NEW QUESTION # 36

Which core Salesforce object represents a media plan in Advertising Sales Management (ASM)?

- A. Proposal
- B. Media Plan
- C. Quote
- D. Opportunity

Answer: C

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
The Quote object serves as the core representation of a media plan in ASM. Quotes capture the details of proposed ad buys and are central to sales processes. The Media Plan object is more of an extension or custom entity, but Quotes remain the foundational object.
Reference:
Media Cloud ASM Data Model
https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_quote.htm&type=5

NEW QUESTION # 37

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