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Salesforce Media Cloud Accredited Professional (AP) Exam Sample

Questions (Q13-Q18):

NEW QUESTION #13

Cloud Kicks has been using Media Cloud for the last three months and now wants to send order data over to the Google Ad Management platform.

What does a Consultant need to create in Salesforce to specify the callout URL?

- A. Connected App
- B. Custom Metadata
- C. Auth. Provider
- D. Named Credential

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Named Credentials provide a secure and declarative way to specify callout URLs along with authentication information, simplifying integration with Google Ad Manager. Connected Apps and Auth Providers manage authentication but do not directly specify callout URLs.

Reference:

Salesforce Named Credentials

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

NEW OUESTION #14

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

Answer: A

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

NEW QUESTION #15

A Media Cloud customer is already running Advertising Sales Management (ASM) on an org and wants to upgrade from an older release to a newer release.

What should a Consultant do before migration?

- A. Activate Custom Lightning Web Components and FlexCards
- B. Take a backup of any customized or modified older ASM components
- C. Take a backup of any newer ASM components
- D. Customize or modify the newer ASM components

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Before migrating ASM to a newer release, it is crucial to take a backup of any customized or modified components in the existing (older) release to avoid losing customizations. Newer components should not be customized before migration. Activating new LWC and FlexCards is a post-migration step.

Reference:

ASM Upgrade and Migration Best Practices

https://help.salesforce.com/s/articleView?id=sf.media cloud asm upgrade.htm&type=5

NEW QUESTION #16

When a media plan is submitted to the ad servers, there is an error related to missing creative or a notification related to a change in the program schedule.

How can this error or notification be made visible on Media Cloud?

- A. Through campaign analytics reports
- B. Through Einstein for Ad Servers
- C. Through data present on Media Cloud
- D. Through real-time integration to ad servers

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud leverages real-time integrations with ad servers to surface errors or notifications such as missing creatives or schedule changes directly in the system. This allows users to act promptly based on live data. Reporting and analytics are more historical and do not provide immediate error visibility. Einstein is not specifically designed for ad server error reporting.

Reference:

Media Cloud Ad Server Integration Guide

Real-time Data Handling in ASM

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

NEW QUESTION #17

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

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud's data model includes both standard Salesforce objects (like Account, Contact, Quote) and custom objects specifically designed to handle media-related data. This hybrid model leverages Salesforce's core platform while extending it for media sales and delivery.

Reference:

Media Cloud Data Model Overview

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

NEW QUESTION #18

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