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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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.

Topic 3	• 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.
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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q50-Q55):

NEW QUESTION # 50

Which two objects should a Consultant ensure the user has write access to, for the Seller to create media plans for Digital products using the Advertising Sales Management (ASM) Create Media Plan OmniScript?

Choose 2 answers

- A. Quotes
- B. Media Content Title
- C. Order
- D. Ad Quote Line

Answer: A,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To create digital media plans via ASM OmniScript, users require write access to Quote and Ad Quote Line objects because these store the media plan and its line items. Order and Media Content Title are not directly involved in the creation step.

Reference:

Media Cloud ASM OmniScript Setup

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

NEW QUESTION # 51

Users receive an "Apex CPU limit exceeded" error when running the Advertising Sales Management (ASM) flow OmniScript in a Salesforce Experience site. The OmniScript includes an Integration Procedure that contains multiple Data Raptors.

In which two areas within OmniStudio should a Consultant check to troubleshoot this issue?

Choose 2 answers

- A. Action Debugger
- B. OmniStudio Logs
- C. DataRaptor Configuration
- D. OmniScript Debugger

Answer: B,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To troubleshoot Apex CPU limit errors in OmniStudio, checking the OmniScript Debugger helps identify heavy operations in the flow. OmniStudio Logs provide detailed execution logs that can reveal inefficient or repeated processing. DataRaptor configurations could contribute to CPU use but are not directly traceable like logs and debugger tools. Action Debugger focuses on runtime user actions rather than script performance.

Reference:

OmniStudio Debugging and Logging

Salesforce CPU Limit Troubleshooting

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

NEW QUESTION # 52

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. The Sales Representatives can sell digital, TV, radio, print, and event ads to their customers in a single media plan.

Which two media types are available for planning out-of-the-box with Media Cloud?

Choose 2 answers

- A. Linear
- B. Print
- C. Event
- D. Digital

Answer: A,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Out-of-the-box Media Cloud supports Linear (TV, radio) and Digital media types for planning. Print and Event media types typically require customization or are handled separately.

Reference:

Media Cloud Media Types

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

NEW QUESTION # 53

A publishing company has an existing media plan creation process that was setup using OmniStudio a few months ago. A new requirement has come up where the user will be required to enter a new secondary budget field and this field should be stored with the rest of the media plan details.

On which object should a Consultant add this field so that it is stored with the rest of the media plan and can be added to the appropriate OmniScript?

- A. Quote
- B. Order
- C. Opportunity
- D. Media Plan Placement

Answer: D

NEW QUESTION # 54

A Media Cloud customer needs to integrate Google Ad Manager (GAM) with an existing middleware system using an integration procedure.

What is the most secure way for a Consultant to implement the authentication and credentialing requirements for the integration, while also minimizing customization?

- A. Create a new authentication provider with custom metadata and use it within a named credential.
- B. Implement a custom OAuth to authenticate with middleware, storing credentials in the integration procedure.
- C. Modification on integration procedure is not needed since this is through middleware and the existing named credential is not utilized.
- D. Create a remote action in the integration procedure that calls a custom Apex Class.

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Using a Named Credential with a custom Authentication Provider that stores client credentials in custom metadata ensures secure storage and easy maintenance. This reduces the need for custom OAuth flows in the integration procedure or Apex code, which increases complexity and maintenance.

Reference:

Salesforce Named Credentials and Auth Providers

Media Cloud GAM Integration Best Practices

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

NEW QUESTION # 55

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