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Salesforce Media Cloud Consultant Exam Sample Questions (Q57-Q62):

NEW QUESTION # 57

A publisher wants to share the omniscrypt with a subset of partners through the experience cloud. An administrator has created a

page variation and added the omniscrypt to the page, but the subgroup of partner users are reporting they not seeing any changes in the experience site page. Which three actions should the administrator take to help troubleshoot this issue?

- A. validate that the audience for the page variation is correctly defined as assigned
- B. validate that the page variation is published
- C. validate that the latest version of the omniscrypt is enabled
- D. validate flexcards are being activated with the community page and community default as targets
- E. validate that the user has the mediacloudCCRuntime permission set license assigned

Answer: A,B,C

Explanation:

When partners report not seeing changes in the Experience Cloud site, the administrator should consider several factors to troubleshoot the issue. Firstly, ensure that the page variation containing the OmniScript is published (B). An unpublished page variation will not be visible to users. Secondly, check if the latest version of the OmniScript is enabled(C), as older versions may not reflect recent changes or functionalities. Lastly, verify that the audience for the page variation is correctly defined and assigned (E). The audience settings determine which subset of users can view the page variation. Incorrect audience assignment can lead to visibility issues for intended users. References:

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

https://developer.salesforce.com/docs/atlas.en-us.omniscrypt_best_practices.meta/omniscrypt_best_practices/omniscrypt_manage_versions.htm

https://help.salesforce.com/articleView?id=networks_customize_pages_for_audiences.htm

NEW QUESTION # 58

A media cloud customer utilizes industries order managements to manage advertising publishing. Order Management orchestrates the fulfillment steps across multiple external system, such as inventory management for reserve/assn ad placement, ad servers, and a billing system for invoicing. Which two guidelines should a consultant follow when desin in an orchestration plan to external systems?

- A. use a single swim lane or orchestration plan for all callouts to all external systems
- B. create separate orchestration plan definitions for provisioning , logistics, inventory, and/or billing
- C. fully describe all commercial product entities using product attributes.
- D. create a master end-to-end plan to sequence the major milestones of all orders

Answer: B,D

Explanation:

When designing an orchestration plan for a Media Cloud customer utilizing Industries Order Management to manage advertising publishing, the guidelines to follow include creating separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing, and creating a master end-to-end plan to sequence the major milestones of all orders. This approach ensures that each aspect of the order fulfillment process is meticulously planned and managed, while the master plan provides a comprehensive overview of the order lifecycle, facilitating coordination and efficiency across multiple external systems.

References:

Salesforce Industries Order Management documentation:

https://help.salesforce.com/articleView?id=industries_order_mgmt_overview.htm

NEW QUESTION # 59

Which industries CPQ API method needs to be called from the integration procedure that returns the pricing information from the out-of-the-box pricing plan?

- A. createCart
- B. putCartsItems
- C. priceCart
- D. postCartsItems

Answer: C

Explanation:

In the context of Industries CPQ (Configure, Price, Quote), the API method that needs to be called from the integration procedure to return pricing information from the out-of-the-box pricing plan is priceCart. This method is responsible for calculating the prices of

items in a cart based on the defined pricing rules and structures within the CPQ system. By invoking this method, the integration procedure can retrieve accurate and up-to-date pricing information for the items selected by the customer.

References:

Salesforce Industries CPQ documentation: <https://help.salesforce.com/>

Salesforce CPQ API resources: <https://developer.salesforce.com/>

NEW QUESTION # 60

Which tool should a consultant include in the design for a media cloud advertising sales management (ASM) org when looking to enable a company to track campaign performance from external servers?

- A. third party tools (DOMO, PowerBI, etc)
- B. CRM analytics
- C. standard salesforce report and dashboard
- D. **marketing cloud intelligence**

Answer: D

Explanation:

To enable a company to track campaign performance from external servers within a Media Cloud Advertising Sales Management (ASM) org, the consultant should include Marketing Cloud Intelligence in the design.

Marketing Cloud Intelligence provides advanced analytics and data integration capabilities, allowing companies to aggregate, analyze, and visualize data from various sources, including external servers. This tool enables the tracking of campaign performance across different platforms and media, offering comprehensive insights into the effectiveness of advertising campaigns.

References:

Salesforce Marketing Cloud Intelligence documentation: <https://help.salesforce.com/> Salesforce Media Cloud resources: <https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 61

When using advertising sales management (ASM), what are the two recommended ways to integrate with Google Ad Manager (GAM) to retrieve information, such as inventory management, or to publish a campaign to GAM?

- A. Pre-Built orchestration plan
- B. dataRaptors on Interface Tables
- C. apex callable interfaces
- D. **check availability integration procedure**

Answer: A,D

Explanation:

When integrating Advertising Sales Management (ASM) with Google Ad Manager (GAM), two recommended ways include using the Check Availability Integration Procedure (A) and Pre-Built Orchestration Plan (D). The Check Availability Integration ensures real-time verification of ad inventory against the planned campaigns, preventing overbooking and optimizing ad space utilization. The Pre-Built Orchestration Plan provides a structured workflow for integrating with GAM, facilitating seamless campaign publishing and data synchronization between Salesforce and GAM. References:

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

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

NEW QUESTION # 62

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