

Test Salesforce Media-Cloud-Consultant Collection - Training Media-Cloud-Consultant For Exam



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Salesforce Media Cloud Consultant Exam Sample Questions (Q85-Q90):

NEW QUESTION # 85

A media firm would like to update campaign level details to compare schedule versus actual delivery on a daily basis. Which approach should a consultant take in this scenario?

- A. Use an offline, static report to get the schedule versus actual details
- **B. get the schedule versus actuals using a revenue schedule tool or downstream batch integration**
- C. get the schedule versus actuals using downstream real-time integration
- D. implement a listener integration to the downstream billing system for real-time schedule versus actual details

Answer: B

Explanation:

For a media firm looking to update campaign-level details to compare scheduled versus actual delivery on a daily basis, utilizing a revenue schedule tool or implementing a downstream batch integration would be the most efficient approach. This method allows for the aggregation of data at specified intervals, ensuring that the comparison reflects the most accurate and up-to-date information. Batch integration processes can be scheduled to run daily, providing the firm with a consistent and reliable method of tracking performance against expectations. References: <https://developer.salesforce.com/>

NEW QUESTION # 86

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 source, to create a cross-channel optimization platform?

- A. Data raptor
- B. Marketing cloud intelligence data lake stream
- C. totalConnect
- D. data mapping visualizer
- E. API connectors

Answer: B,C,E

Explanation:

For ingesting and integrating all available channels as well as first and third-party data sources to create a cross-channel optimization platform, a consultant can use:

TotalConnect: This method allows for the ingestion of data from various sources, enabling a comprehensive view of customer interactions and campaign performance across channels.

Marketing Cloud Intelligence Data Lake Stream: Leveraging this integration method facilitates the streaming of large volumes of data into Marketing Cloud Intelligence, supporting real-time analytics and insights.

API Connectors: These connectors provide a flexible and customizable way to integrate disparate data sources with Salesforce, enabling seamless data exchange and integration.

Utilizing these integration methods allows for the creation of a unified platform that optimizes cross-channel marketing efforts, leveraging data from diverse sources for comprehensive analysis and insights.

References:

Salesforce Marketing Cloud Intelligence documentation: <https://help.salesforce.com/> Salesforce API Documentation: <https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/>

NEW QUESTION # 87

A customer has the necessary licensed and dependent packages installed and would like to install the advertising sales management (ASM) package. Which step needs to be taken in order to do this?

- A. request a trial org of the ASM package in the salesforce industries media and entertainment process Library. Use the trial org requested as the source org for the target sandbox
- B. install by using a release package installation link from salesforce industries success community, selecting the industries applications package that is generally available (GA) for the target sandbox
- C. go to the vlocity CMT administrator tab in the production org, search for the ASM app, and select enable. Then refresh the target sandbox
- D. find the installed package of salesforce industries communications, media, and energy managed package installed in the sandbox instance and enable ASM.

Answer: B

Explanation:

To install the Advertising Sales Management (ASM) package, the correct step is to use a release package installation link from the Salesforce Industries Success Community. This involves selecting the Industries applications package that is Generally Available (GA) for installation in the target sandbox environment. This method ensures that the latest and most stable version of the ASM package is installed, adhering to Salesforce's best practices for package installation in sandbox environments for testing and validation before deploying to production.

References:

Salesforce Industries Success Community: Access through Salesforce Help or Community portals Salesforce Package Installation

Guide:

<https://help.salesforce.com/articleView?id=000314281&type=1&mode=1>

NEW QUESTION # 88

Which three permission sets should a consultant add for a newly hired Media Planner user?

- A. rule engine runtime
- B. MediaCloudPlus Runtime
- C. OmniStudio user
- D. MediaClou Runtime
- E. media cloud base user

Answer: B,C,E

Explanation:

For a newly hired Media Planner user, the consultant should add the following permission sets:

Media Cloud Base User: This permission set grants access to basic functionalities and features within Media Cloud, enabling the Media Planner to perform essential tasks related to media planning and management.

MediaCloudPlus Runtime: This permission set provides additional runtime permissions for enhanced features and capabilities within Media Cloud, supporting more advanced planning and analysis activities.

OmniStudio User: Given the integration of OmniStudio tools within Media Cloud for designing and automating customer experiences, this permission set enables the Media Planner to utilize these tools effectively in their planning and execution tasks. These permission sets collectively equip the Media Planner with the necessary access and capabilities to effectively manage and optimize media campaigns within Salesforce Media Cloud.

References:

Salesforce Media Cloud documentation:<https://help.salesforce.com/>

Salesforce OmniStudio resources:

<https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta/omnistudio/>

NEW QUESTION # 89

Without custom development, with which Ad Serving Platform does Media Cloud integrate?

- A. Facebook Ads Manager
- B. Inventory
- C. Google Ad Manager
- D. Marketing Cloud Intelligence

Answer: C

Explanation:

Media Cloud offers out-of-the-box integration with Google Ad Manager (GAM) for ad serving, enabling booking, delivery tracking and reporting. Other platforms like Facebook Ads Manager or Inventory require custom development or third-party connectors.

References:

Media Cloud Ad Server Integrationshttps://help.salesforce.com/s/articleView?id=sf.media_cloud_ad_server_integration.htm&type=5

NEW QUESTION # 90

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