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## Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>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</li><li>CD environment.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>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</li><li>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.</li></ul>

## Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q52-Q57):

### NEW QUESTION # 52

A client is looking to adopt a new CRM solution to sell advertising products, starting with their Digital Content line of business. They sell standard digital ad products (digital banners, video inserts).

Using Media Cloud Advertising Sales Management (ASM), what is the most efficient approach for modeling these products?

- A. Create a new Salesforce object for the Digital Ad Products specifications, link that object to the Product2 object, and configure the required products using the Product page layout.
- B. Configure an OmniScript that will retrieve the products from Google Ad Manager and will be used in sales processes.
- **C. Configure a product using Product Designer and associate the product to an Ad Space Specification.**
- D. Create the required characteristics of the products in the Product object and configure the required products using the Product page layout.

**Answer: C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Product Designer in Media Cloud allows modeling complex advertising products efficiently by associating them with Ad Space Specifications, ensuring correct mapping to ad inventory. This approach streamlines product configuration for sales users. Creating custom objects or relying solely on Product page layouts is less efficient and lacks native support for media-specific attributes.

Reference:

Media Cloud Product Designer Guide

Advertising Product Modeling Best Practices

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### NEW QUESTION # 53

Which permission set license should a Consultant consider using when planning to allow for internal users to leverage Sales Management features such as "360° view of the Customer and Sales cycle", "Visualizations of key relationships including Agencies and Contacts," and "Digital contract lifecycle management?"

- A. Communications Cloud Digital Experience user PSL
- **B. Advertising Sales Management PSL**
- C. Subscriber Lifecycle Management PSL
- D. OmniStudio Admin

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Advertising Sales Management Permission Set License (PSL) is designed for internal users who require full access to Media Cloud sales features, including customer views, relationship visualizations, and contract management. OmniStudio Admin and other PSLs focus on different Salesforce clouds or administrative functions.

Reference:

Media Cloud Permission Set Licenses Guide

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#### NEW QUESTION # 54

A customer has a requirement to allow the Operations team to edit Quote records in order to perform 'Create and Submit Order' action only when the corresponding opportunity has reached a specific status called 'Closed Won'. Sales users will remain as the record owners of Quotes and Orders for reporting purposes. The organization wide default setting for Quote and Order object is private.

How should a Consultant solve this requirement with minimal customization?

- **A. Configure a criteria-based sharing rule to share order records once Opportunity status is 'Closed Won'.**
- B. Configure role hierarchy, such that the Operations team is higher than the Sales users in the same hierarchy group.
- C. Share order records programmatically using Apex whenever Opportunity status is 'Closed Won'.
- D. Sales users will use manual sharing in order to share order records once Opportunity status is 'Closed Won'.

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Since the OWD for Quote and Order is private, sharing must be explicitly granted for the Operations team to edit records when Opportunity status is 'Closed Won'. Criteria-based sharing rules are the preferred low-maintenance Salesforce declarative approach for this scenario, sharing records based on field values without custom code. Manual sharing is less scalable, role hierarchy changes may affect ownership and reporting, and Apex sharing is a heavier customization.

Reference:

Salesforce Sharing Rules Documentation

Media Cloud ASM Security and Sharing Best Practices

[https://help.salesforce.com/s/articleView?id=sf.sharing\\_rules.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.sharing_rules.htm&type=5)

#### NEW QUESTION # 55

A publisher has an existing system to build media plans and integrate with Google Ad Manager (GAM) to create digital ad campaigns.

Which two questions are important to ask to determine if Media Cloud Advertising Sales Management (ASM) is a good fit to replace the existing system?

Choose 2 answers

- **A. Which types of ad products are included in media plans?**
- B. What are the dimensions for all digital ad formats for the publisher?
- C. Which type of marketing automation system is in use?
- **D. Which ad servers does the system need to connect to for campaign booking?**

**Answer: A,D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Determining compatibility with existing ad servers and the types of ad products involved is critical when evaluating Media Cloud ASM as a replacement. Knowing ad server integration needs ensures technical fit, while product types determine if ASM supports

the business model. Marketing automation systems and ad format dimensions are less critical at this stage.

Reference:

Media Cloud ASM Evaluation Checklist

Salesforce Media Cloud Integration Guidelines

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### NEW QUESTION # 56

Which three types of permission sets are required for a persona to be present in an environment?

Choose 3 answers

- A. DocGenInd CME Designer User
- B. OmniStudioUser
- C. Rule Engine Runtime
- D. OmniStudioAdmin
- E. Media Cloud Base User

**Answer: B,C,E**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Personas in Media Cloud require OmniStudioUser for OmniStudio access, Rule Engine Runtime for business rules, and Media Cloud Base User for base feature access. OmniStudioAdmin is an administrative-level permission, and DocGenInd CME Designer User is specific to document template design, not core persona presence.

Reference:

Media Cloud Persona Setup

Permission Sets Overview

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### NEW QUESTION # 57

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