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Salesforce Media Cloud Consultant Exam Sample Questions (Q74-Q79):

NEW QUESTION # 74
Which two solutions should a consultant recommend to a client who wants to integrate with an ad server other than google ad manager (GAM) to create an ad campaign?

- A. create a custom integration procedure to integrate with the ad server
- B. use the out of the box marketing cloud intelligence connector
- C. use the out of the box ad server integration
- D. create a custom solution using apex code

Answer: A,D

Explanation:

For integrating with an ad server other than Google Ad Manager (GAM) to create an ad campaign, the consultant should recommend:

Creating a custom integration procedure to integrate with the ad server: This involves developing a tailored integration solution that communicates directly with the ad server's APIs, ensuring seamless data exchange and functionality specific to the client's needs.

Creating a custom solution using Apex code: Leveraging Salesforce's powerful programming language, Apex, to build custom logic and integrations that cater specifically to the functionality and workflows required for the ad server integration.

These approaches provide the flexibility and specificity needed to integrate with various ad servers, offering tailored solutions that meet the client's unique requirements.

References:

Salesforce Developer Guide on Integration and APIs: https://developer.salesforce.com/docs/atlas.en-us.api.
meta/api/

Salesforce Apex Developer Guide: https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/

NEW QUESTION # 75

A publishing company has an existing media plan creation process that was setup using OmniStudio a few months ago. A new requirement has ome 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. order
- B. quotes
- C. opportunity
- D. media plan placements

Answer: D

Explanation:

When adding a new secondary budget field required for media plan creation, the consultant should add this field to the Media Plan Placements object. This object is specifically designed to store detailed information about each placement within a media plan, making it the appropriate place to store budget-related data. Adding the field here ensures that it aligns with the rest of the media plan details and can be seamlessly integrated into the corresponding OmniScript for data capture and processing.References:https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta/omnistudio/

NEW QUESTION # 76

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

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

Answer: A,C,D

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 # 77

When using advertising sales managment (ASM), what are the two reccomended ways to integrate with google ad manage (GAM) to retrieve information, such as inventory managment, or to publish a campaign to GAM?

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

Answer: A,C

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 structuredworkflow 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 # 78

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require Sales Representatives and Media Planners to sell their digital ad products with targeting selections for geo targeting, day/time targeting, content targeting, and user's OS targeting.
Which type of targeting is available with Media Cloud?

- A. Geo Targeting
- B. User's OS Targeting
- C. Day/Time Targeting
- D. Content Targeting

Answer: A

Explanation:
Media Cloud supports Geo Targeting as part of its standard digital ad targeting capabilities, allowing advertisers to specify geographic locations for their ads. Content Targeting, Day/Time Targeting, and User's OS Targeting are generally managed by the Ad Server or external DSP platforms, not Media Cloud out-of-the- box.
References:
Media Cloud Digital Ad Targeting Features
Salesforce Media Cloud Product Guidehttps: //help.salesforce.com/s/articleView?id=sf.media_cloud_targeting.htm&type=5

NEW QUESTION # 79

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