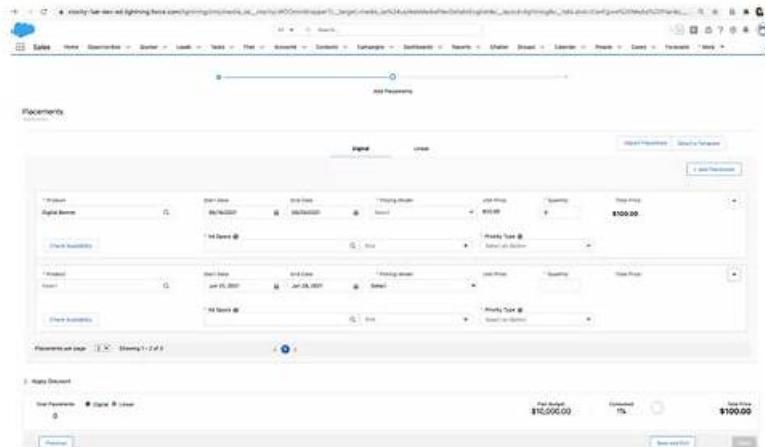


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Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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.

Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q29-Q34):

NEW QUESTION # 29

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

Answer: C

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

NEW QUESTION # 30

A publishing company has been using Media Cloud for the last six months and now wants to send order data over to the Google Ad Management platform. The company has the client and secret from Google.

Which element should a Consultant create within Salesforce to be able to enter these details?

- A. Custom Metadata
- B. Named Credentials**
- C. Connected App
- D. Auth. Provider

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Named Credentials in Salesforce are used to securely store external service endpoints and authentication details such as client ID

and client secret. When integrating with Google Ad Manager, the client and secret are used for OAuth authentication. Named Credentials simplify authentication handling for callouts by managing tokens automatically and securely. Connected Apps are typically for OAuth client registration but not storing credentials in this use case.

Reference:

Salesforce Named Credentials Documentation

Media Cloud Google Ad Manager Integration

https://developer.salesforce.com/docs/atlas.en-us.externalobjects.meta/externalobjects/external_objects_named_credentials.htm

NEW QUESTION # 31

Which two actions take place, when an insertion order is created and submitted in Media Cloud Advertising Sales Management (ASM)?

Choose 2 answers

- A. Order is submitted to B2B Commerce Order Management
- B. The orchestration plan is created and can be viewed
- C. Order flow is initiated for asset creation and billing
- D. Order is submitted to Industries Order Management

Answer: C,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Upon insertion order submission, Media Cloud triggers an order flow that initiates asset creation and billing processes. Additionally, the order is handed over to Industries Order Management for orchestration across external systems such as ad servers and billing platforms. B2B Commerce is not involved in ad order fulfillment.

Reference:

Media Cloud Order Management Process

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

NEW QUESTION # 32

Which core Salesforce object represents a media plan in Advertising Sales Management (ASM)?

- A. Opportunity
- B. Media Plan
- C. Quote
- D. Proposal

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Quote object serves as the core representation of a media plan in ASM. Quotes capture the details of proposed ad buys and are central to sales processes. The Media Plan object is more of an extension or custom entity, but Quotes remain the foundational object.

Reference:

Media Cloud ASM Data Model

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

NEW QUESTION # 33

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 sources, to create a cross-channel optimization platform?

Choose 3 answers

- A. TotalConnect
- B. API Connectors
- C. Marketing Cloud Intelligence Data Lake Stream
- D. Data Raptor

- E. Data Mapping Visualizer

Answer: A,B,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence (MCI) supports multiple integration methods including API Connectors for direct data ingestion, TotalConnect for ingesting external datasets, and Data Lake Streams for large-scale streaming data ingestion. Data Raptor and Data Mapping Visualizer are primarily Salesforce data transformation tools, not ingestion methods for MCI.

Reference:

Marketing Cloud Intelligence Integration Overview

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

NEW QUESTION # 34

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