

# Training Media-Cloud-Consultant Material, Media-Cloud-Consultant Latest Exam Practice



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### Salesforce Media Cloud Consultant Exam Sample Questions (Q65-Q70):

#### NEW QUESTION # 65

In advertising sales management, what is the correct order to execution of the pre-built industries order management orchestration plan components?

- A. create line items, create order, approve order, activate order, add creative
- B. create order, create line items, add creative, approve order, activate order
- C. create line items, create order, add creative, approve order, activate order
- D. create order, create line items, approve order, activate order, add creative

**Answer: D**

Explanation:

In Advertising Sales Management, the correct order of execution for the pre-built Industries Order Management orchestration plan components is: Create Order, Create Line Items, Add Creative, Approve Order, Activate Order (B). This sequence ensures that the foundational elements of an order are established first (the order itself and its line items), followed by the association of creative materials, and finally, the approval and activation of the order for execution. References:

[https://help.salesforce.com/articleView?id=industries\\_advertising\\_order\\_management.htm](https://help.salesforce.com/articleView?id=industries_advertising_order_management.htm)

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

#### NEW QUESTION # 66

Why would a consultant integrate media cloud advertising sales management (ASM) with a programming server?

- A. to retrieve actual impressions delivered by date and advertiser
- B. to create digital ad campaigns with guaranteed impressions
- C. to set the priority for ads to be served based on advertiser category and competitive exclusion rules
- D. to provide third-party impression numbers for actual delivery

**Answer: A**

Explanation:

Integrating Media Cloud Advertising Sales Management (ASM) with a programming server allows for the retrieval of actual impressions delivered by date and advertiser (A). This integration enables a seamless flow of performance data back into Salesforce, allowing for accurate tracking and reporting of ad campaign effectiveness. It ensures that advertisers are billed accurately based on the actual impressions delivered, and helps in optimizing future campaigns by understanding performance metrics. References:

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

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

#### NEW QUESTION # 67

A publisher wants to know which products have low reception with the customers. However, the publisher is having a hard time analyzing the data because opportunities reflect only the sold products, excluding products which were once part of an opportunity but were later dropped. What should a consultant ensure is included in the design so that sellers can store and access different versions of the proposed media plan and its line items?

- A. product mapping to an active price list
- B. product schedule functionality
- C. quotes, and 'Sync to opportunity' custom button
- D. A media Plan version field in opportunity line item (OLI)

**Answer: C**

Explanation:

To address the challenge of tracking products with low reception, including those dropped from opportunities, the consultant should ensure that the media planning design includes the use of Quotes and a 'Sync to Opportunity' custom button. This setup allows sellers to create and manage multiple versions of media plans as quotes, capturing both selected and deselected products. The 'Sync to Opportunity' functionality facilitates the transfer of the final selected media plan to the opportunity, ensuring that the sales process reflects the most up-to-date proposal while retaining the history of changes for analysis. References: <https://help.salesforce.com/>

#### NEW QUESTION # 68

A digital publisher wants to visualize the connections between the different parties who are involved in ad buys, including advertisers, agencies, and their parent companies. Which feature of Salesforce Industries does Media Cloud use for this purpose?

- A. Relationship Graph
- B. Custom Lightning Web Component
- C. custom FlexCard
- D. Customer Hierarchy

**Answer: A**

Explanation:

Salesforce Industries utilizes the Relationship Graph feature (B) to visualize connections between different parties involved in ad buys, such as advertisers, agencies, and their parent companies. The Relationship Graph provides a visual representation of how these entities are related, making it easier for digital publishers to understand and manage their interactions with each party. This feature enhances the ability to navigate complex networks of relationships within the advertising ecosystem. References:

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

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

#### NEW QUESTION # 69

Cloud Kicks has been using media cloud for the last three months and now wants to send data over to the google ad management platform. What does a consultant need to create in salesforce to specify the callout URL?

- A. auth.Provider
- B. custom metadata
- C. connected app
- D. named credential

**Answer: D**

Explanation:

When integrating Media Cloud with the Google Ad Management platform and needing to specify the callout URL, a consultant should create a Named Credential (D) in Salesforce. Named Credentials provide a secure way of storing and referencing authentication details and endpoint URLs for external services, thereby simplifying the setup of secure API callouts from Salesforce to external platforms like Google Ad Manager.

References:

[https://help.salesforce.com/articleView?id=sf.named\\_credentials\\_about.htm](https://help.salesforce.com/articleView?id=sf.named_credentials_about.htm)

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

#### NEW QUESTION # 70

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