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## Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q20-Q25):

### NEW QUESTION # 20

Which two features should a Consultant keep in mind when proposing the use of JSON-based mapping over Object-based mapping for Contract templates?

Choose 2 answers

- A. Only Contract, Opportunity, Order, and Quote objects are supported when mapping fields in JSON-based mapping.
- B. JSON-mapping allows for filtering individual line items or repeatable content items to display in a document, but Object-based mapping does not.
- C. The Consultant can use the item section for any type of item list, not only for line items.
- D. Documents cannot display attribute data unless the Custom section in the document template is used.
- E. The data to extract and merge into the template must exist in standard objects.

**Answer: B,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

JSON-based mapping offers greater flexibility, such as allowing the item section to include any list type, not just line items, and supports filtering for repeatable content in documents. Object-based mapping is more rigid and limited to standard object types.

Reference:

Media Cloud Contract Template Mapping

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_contract\\_mapping.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_contract_mapping.htm&type=5)

#### NEW QUESTION # 21

During a Google Ad Manager (GAM) order orchestration, which two steps does a Media Planner need to complete manually in the GAM Server?

Choose 2 answers

- A. Check availability of inventory in GAM.
- **B. Check if creatives are loaded in GAM.**
- **C. Associate the creatives to a line item in GAM.**
- D. Create order in GAM.

**Answer: B,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

While many GAM functions can be automated through integrations, loading creatives and associating them to line items often require manual intervention to ensure the correct assets are linked. Inventory availability and order creation are generally handled programmatically or via Media Cloud integration.

Reference:

Media Cloud GAM Integration Workflow

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_gam\\_manual\\_steps.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_gam_manual_steps.htm&type=5)

#### NEW QUESTION # 22

A customer needs to implement an automated Continuous Integration and Continuous Development (CI/CD) workflow where developers will work on their own Developer orgs to configure different OmniScripts. The developers then need to migrate the changes they have done to a sandbox that will be used for testing before promoting changes to Production.

Which tool should developers use to automate the migration of OmniStudio DataPacks and Salesforce metadata within the Media Cloud orgs?

- A. Backup and Restore Automation
- B. IDX Workbench
- **C. IDX Build Tool**
- D. Data Loader

**Answer: C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

IDX Build Tool is the recommended tool for automating migration and deployment of OmniStudio DataPacks and metadata between Salesforce orgs, supporting CI/CD workflows. IDX Workbench is more manual, and Backup and Restore Automation and Data Loader do not support OmniStudio DataPacks.

Reference:

Salesforce IDX Build Tool Documentation

Media Cloud Deployment Automation

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_idx\\_build\\_tool.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_idx_build_tool.htm&type=5)

#### NEW QUESTION # 23

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. The Sales Representatives

can sell digital, TV, radio, print, and event ads to their customers in a single media plan.  
Which two media types are available for planning out-of-the-box with Media Cloud?  
Choose 2 answers

- A. Linear
- B. Digital
- C. Print
- D. Event

**Answer: A,B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Out-of-the-box Media Cloud supports Linear (TV, radio) and Digital media types for planning. Print and Event media types typically require customization or are handled separately.

Reference:

Media Cloud Media Types

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_media\\_types.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_media_types.htm&type=5)

#### NEW QUESTION # 24

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

**Answer: A,C**

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

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_evaluation.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_evaluation.htm&type=5)

#### NEW QUESTION # 25

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