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Salesforce Media-Cloud-Consultant Exam Salesforce Consultant

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Salesforce Media Cloud Consultant Exam Sample Questions (Q51-Q56):

NEW QUESTION # 51

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

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

Answer: B,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 # 52

A home store wants to advertise their products on a video streaming service hosted by a publishing company.

How can a consultant ensure that this advertisement is visible to subscribers residing in the united states only?

- **A. select united states in geo targeting within configure placements**
- B. create the media plan under the account with shipping address as united states
- C. select united states in the media campaign country
- D. select the operating system targeting as united states

Answer: A

Explanation:

To ensure that advertisements are visible only to subscribers residing in the United States on a video streaming service, a consultant should use geo-targeting options within the advertisement configurations. By selecting the United States in geo-targeting within the configure placements setting (D), the consultant can specify that the ad should only be shown to users whose IP addresses indicate they are in the United States.

This approach effectively filters the audience based on geographic location, ensuring that the ad reaches the intended demographic.

References:

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

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

NEW QUESTION # 53

A media cloud customer utilizes industries order managements to manage advertising publishing. Order Management orchestrates the

fulfillment steps across multiple external system, such as inventory management for reserve/assign ad placement, ad servers, and a billing system for invoicing. Which two guidelines should a consultant follow when designing an orchestration plan to external systems?

- A. create a master end-to-end plan to sequence the major milestones of all orders
- B. fully describe all commercial product entities using product attributes.
- C. use a single swim lane or orchestration plan for all callouts to all external systems
- D. create separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing

Answer: A,D

Explanation:

When designing an orchestration plan for a Media Cloud customer utilizing Industries Order Management to manage advertising publishing, the guidelines to follow include creating separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing, and creating a master end-to-end plan to sequence the major milestones of all orders. This approach ensures that each aspect of the order fulfillment process is meticulously planned and managed, while the master plan provides a comprehensive overview of the order lifecycle, facilitating coordination and efficiency across multiple external systems.

References:

Salesforce Industries Order Management documentation:

https://help.salesforce.com/articleView?id=industries_order_mgmt_overview.htm

NEW QUESTION # 54

A customer, who is already using the media cloud advertising sales management application, needs the ability to create and edit templates, while also being able to generate documents. Which two managed permission sets are required for this?

- A. docGenInd CME digital experience User
- B. docGenInd CME Designer User
- C. MediaCloudPlus Runtime
- D. docGenInd CME runtime User

Answer: B,D

Explanation:

For a customer using the Media Cloud Advertising Sales Management application who needs to create, edit, and generate templates and documents, the required managed permission sets are DocGenInd CME Designer User and DocGenInd CME Runtime User. The Designer User permission set enables users to design and create document templates, while the Runtime User permission set allows for the generation and management of documents based on those templates.

References:

Salesforce Document Generation documentation: <https://help.salesforce.com/> Salesforce Media Cloud Advertising Sales Management Guide:

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

NEW QUESTION # 55

A media publisher is using advertising sales management (ASM) to manage their B2B ad sales business and has decided to use Google Ad Manager (GAM). Which two actions should a consultant perform before testing the GAM integration?

- A. add the GAM URL as new CSP trusted site.
- B. create a new named credential to store the GAM endpoint
- C. create a new Auth. Provider that specifies the consumer key and consumer secret from GAM
- D. add the GAM endpoint in the OmniStudio integration procedure

Answer: A,B

Explanation:

Before testing the Google Ad Manager (GAM) integration with Advertising Sales Management (ASM), it's necessary to configure Salesforce to securely connect to GAM. Adding the GAM URL as a new Content Security Policy (CSP) trusted site allows Salesforce to safely interact with GAM content, while creating a new named credential to store the GAM endpoint securely manages the authentication details required for the integration. These steps ensure that the connection between Salesforce and GAM is secure, reliable, and conforms to Salesforce's security standards. References: <https://help.salesforce.com/>

NEW QUESTION # 56

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