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## Salesforce Salesforce-Media-Cloud Exam Syllabus Topics:

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

Topic 2	<ul style="list-style-type: none"> <li>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</li> <li>CD environment.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>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</li> <li>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.</li> </ul>

## Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q33-Q38):

### NEW QUESTION # 33

A customer is using Media Cloud and they need to report on how well a digital advertising campaign is performing. The company is using Google Ad Manager (GAM) as one of their primary data sources.

Which product should a Consultant implement to analyze campaign performance?

- A. Marketing Cloud Intelligence
- B. Standard Salesforce Reporting and Dashboards
- C. Custom Reporting Solution
- D. CRM Analytics

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence provides advanced analytics capabilities by integrating data from Media Cloud and GAM to deliver comprehensive campaign performance analysis beyond standard reports or custom solutions.

Reference:

Marketing Cloud Intelligence Overview

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

### NEW QUESTION # 34

A company is planning to adopt Media Cloud and has requirements around the relationship between clients and their advertising agencies, where they want to capture the role of each agency so they can identify clearly what is the Agency of Record. They also have requirements to map contacts within the agencies.

How should the Media Cloud data model be used to represent these relationships?

- A. Advertisers and agencies should be created as Accounts and contacts as Contacts, and the Party Model should be adopted to define the relationships between them
- B. Advertisers should be created as Accounts, and agencies should be represented by a custom field added to the Contact object. Contacts should then be assigned to the Accounts.
- C. Advertisers and agencies should be created as Accounts, with agencies listed as child Accounts to the client Accounts, with Contacts related to those.
- D. Advertisers and agencies should be created as Accounts, and a custom lookup field should be created to represent the client/agency relationship. Contacts should be created under the Accounts.

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Party Model in Media Cloud is designed to represent complex relationships between entities such as Advertisers and Agencies.

Both are Accounts, and relationships between them (including roles like Agency of Record) are defined via the Party Model, which also supports mapping Contacts within those Accounts. This model provides flexibility and best practice for relationship management over custom lookups or hierarchical Account structures.

Reference:

Media Cloud Party Model Architecture Guide

Salesforce Relationship Management in Media Cloud

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

### NEW QUESTION # 35

Media Campaign is a record type of which object?

- A. Campaign
- B. Opportunity
- C. Account
- D. **Quote**

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

In Media Cloud, Media Campaign is a record type under the Quote object, allowing specialized handling of media campaigns within the sales process framework.

Reference:

Media Cloud Quote Record Types

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

### NEW QUESTION # 36

A Consultant working on the implementation of Media Cloud for a publishing company has been asked by an IT Manager at the publishing company to better understand the structure of the Media Cloud data model.

How should the Consultant describe the characteristics of the Media Cloud data model?

- A. It is composed of Custom and Standard Objects with no extensions.
- B. It is composed exclusively of Custom Objects.
- C. **It is composed of Custom and Standard Objects.**
- D. It is composed exclusively of Standard Objects.

**Answer: C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud's data model includes both standard Salesforce objects (like Account, Contact, Quote) and custom objects specifically designed to handle media-related data. This hybrid model leverages Salesforce's core platform while extending it for media sales and delivery.

Reference:

Media Cloud Data Model Overview

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

### NEW QUESTION # 37

When creating a Digital Ad Sales Media Proposal, which object mapping is used to link one show with multiple ad space formats during the catalog design?

- A. Ad Space Creative Size Type (One-to-Many)
- B. **Ad Space Specification (One-to-Many)**
- C. Ad Space Creative Size Type (One-to-One)
- D. Ad Space Specification (One-to-One)

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Ad Space Specification to Ad Space Creative Size Type uses a one-to-many relationship, allowing one show (Ad Space Specification) to be linked with multiple ad space formats (Creative Size Types) to handle different formats in the catalog. Reference:

Media Cloud Catalog Design Data Model

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

## NEW QUESTION # 38

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