

Salesforce Media-Cloud-Consultant Real Exam Questions and Answers FREE [Q17-Q31]



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NEW QUESTION 17

What are two roles of marketing cloud intelligence in media cloud?

- * campaign reporting using media cloud and ad server data
- * acts as a customer data platform
- * campaign performance using media cloud and ad server data
- * acts as a data lake for customer data insight

Marketing Cloud Intelligence in Media Cloud plays a crucial role in campaign reporting and performance analysis. It enables users to consolidate and analyze data from Media Cloud and various ad servers, providing a comprehensive view of campaign performance (A, C). This allows for effective measurement of campaign outcomes, optimization of strategies based on performance insights, and reporting on key metrics like reach, impressions, clicks, and conversions across different platforms and

channels.References:

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

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

NEW QUESTION 18

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?

* advertisers and agencies should be created as accounts and contacts as contacts, and the party model should be adopted to define the relationship between them.

* 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

* advertisers and agencies should be created as accounts, with agencies listed as child accounts to the client accounts, with contacts related to those.

* 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.

To represent the relationship between clients and their advertising agencies in Media Cloud, creating both advertisers and agencies as separate accounts, with contacts under each, is the most structured approach.

Utilizing the party model within this configuration allows for the explicit definition of each agency's role, including the designation of an agency of record. This setup enables clear identification and management of relationships between advertisers, their agencies, and individual contacts within those agencies, providing a comprehensive view of all parties involved. References: <https://help.salesforce.com/>

NEW QUESTION 19

A customer has the necessary licensed and dependent packages installed and would like to install the advertising sales management (ASM) package. Which step needs to be taken in order to do this?

* install by using a release package installation link from salesforce industries success community, selecting the industries applications package that is generally available (GA) for the target sandbox

* go to the velocity CMT administrator tab in the production org, search for the ASM app, and select enable. Then refresh the target sandbox

* request a trial org of the ASM package in the salesforce industries media and entertainment process Library. Use the trial org requested as the source org for the target sandbox

* find the installed package of salesforce industries communications, media, and energy managed package installed in the sandbox instance and enable ASM.

To install the Advertising Sales Management (ASM) package, the correct step is to use a release package installation link from the Salesforce Industries Success Community. This involves selecting the Industries applications package that is Generally Available (GA) for installation in the target sandbox environment. This method ensures that the latest and most stable version of the ASM package is installed, adhering to Salesforce's best practices for package installation in sandbox environments for testing and validation before deploying to production.

References:

Salesforce Industries Success Community: Access through Salesforce Help or Community portals
Salesforce Package Installation Guide:

<https://help.salesforce.com/articleView?id=000314281&type=1&mode=1>

NEW QUESTION 20

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/assin ad placement, ad servers, and a billing system for invoicing. Which two guidelines should a consultant follow when desinin an orchestration plan to external systems?

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

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 21

A digital publisher wants to integrate its google ad manager (GAM) server with advertising sales management (ASM). Which set of object need to be populated in this scenario?

- * ad server, ad server application, and ad server user
- * adserver,ad server application, and ad server advertiser
- * ad server, ad server account, and ad server user
- * adserver,ad server account, and ad server advertiser

When integrating Google Ad Manager (GAM) server with Advertising Sales Management (ASM), the set of objects that need to be populated includes the Ad Server, Ad Server Application, and Ad Server User (A). This combination ensures that the GAM server is properly linked with ASM, allowing for the synchronization of ad server configurations, user permissions, and application-specific settings, facilitating seamless integration and management of advertising operations.References:

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

https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/sforce_api_objects_list.htm

NEW QUESTION 22

A sales executive creates a quote. When the quote status is changed to client approved, it should automatically be submittd for approval. The approver needs to be a queue instead of an individual salesforce user. How can this be achieved in the system?

- * invoke approval process created on opportunity linked to the quote and keep queue as approver
- * invoke approval process on quote and keep queue as approver
- * invoke approval process created on individual quote LiniteItem and keep queue as approver D.invoke approval process created on a custom object lookup to quote and keep queue as approver

To automatically submit a quote for approval when its status changes to **Client Approved**; and have a queue as the approver, an approval process should be invoked on the Quote object itself. This setup allows for the routing of approvals to a designated queue, enabling a group of users rather than an individual to review and approve the quote. This method is ineffective for organizations that require collaborative decision-making in the approval process.

References:

Salesforce Approval Process documentation: <https://help.salesforce.com/>

Salesforce Queue Setup Guide:

<https://developer.salesforce.com/docs/atlas.en-us.securityImplGuide.meta/securityImplGuide/queues.htm>

NEW QUESTION 23

A home store wants to advertise their products on a particular tv channel owned by a publishing company. Which channel should this media plan include?

- * OutofHome (OOH)
- * Linear
- * Print
- * Digital

For a home store wanting to advertise their products on a TV channel owned by a publishing company, the media plan should include the **Linear** channel (B). Linear advertising refers to traditional TV commercials broadcasted across scheduled programming. This is the most appropriate channel for TV-based advertising, as opposed to Out of Home (OOH), which relates to billboards and public displays, Print, which involves newspapers and magazines, and Digital, which encompasses online and social media platforms. References:

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

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

NEW QUESTION 24

A customer 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 version of the proposed media plan and its line items?

- * product schedule functionality
- * product mapping to an active price list
- * quotes, and **Sync to opportunity**; custom button
- * a media plan version field in opportunity line item (OLI)

To address the challenge of analyzing products with low reception, where opportunities only reflect sold products and not those dropped from proposals, incorporating quotes and a **Sync to opportunity**; custom button in the design is essential. This setup allows sellers to create multiple quotes representing different versions of the proposed media plan and its line items. Each quote can be synced to the opportunity as it evolves, ensuring that all proposed products, including those later dropped, are tracked and analyzed. This approach provides a comprehensive view of customer reception to all products initially considered, not just the final selections.

References:

Salesforce Quotes documentation: https://help.salesforce.com/articleView?id=quotes_overview.htm Salesforce Opportunities and Quotes Guide:

<https://trailhead.salesforce.com/content/learn/modules/opportunity-and-quote-management>

NEW QUESTION 25

What happens when a required placement is unavailable in the ad server during the check availability process with Google Ad Manager?]

- * the check availability action returns the available quantity for manual adjustment
- * the check availability action updates the quantity to the available quantity
- * a yellow check mark appears if partial quantity is available and red if none is available
- * a red check mark appears in the availability column

During the check availability process with Google Ad Manager, if a required placement is unavailable, a yellow check mark appears if partial quantity is available, and a red check mark if none is available (C). This visual indicator helps users quickly understand the availability status of placements and make informed decisions about adjusting campaign plans or exploring alternative options. References:

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

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

NEW QUESTION 26

A large media company is using Salesforce Industries to model digital advertising products. These products have a common set of characteristics. Which pair of media cloud items would a product manager use to most efficiently create the products for the sales users to sell?

- * clone an existing ad product and assign attributes
- * use a product family for those products
- * use a standalone product and add attributes
- * use an object type and assign attributes

To most efficiently create digital advertising products that share a common set of characteristics, a product manager should use a product family (B). Product families in Salesforce Industries allow for the grouping of related products, enabling the manager to define shared attributes and characteristics at the family level, which then applies to all products within that family. This approach streamlines the creation process and ensures consistency across similar advertising products. References:

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

https://help.salesforce.com/articleView?id=sf.product2_family.htm

NEW QUESTION 27

A sales executive needs to select product attribute values during proposal line item creation, such as rate type, skippable, etc., apart from various sObject field values, such as product Name, Ad Space Format, etc. The base price of the line item depends on these values, including product attribute value selection, and it requires attribute-based pricing enablement. Which pricing interface implementation needs to be activated?

- * DefaultPricingImplementation
- * PricingElementServiceImplementation
- * PricingRulesImplementation
- * PricingPlanService

For attribute-based pricing enablement, where the base price of a proposal line item depends on various product attribute values and sObject field values, the PricingRulesImplementation interface needs to be activated. This interface allows for the definition and application of complex pricing rules based on a variety of attributes and conditions, providing the flexibility needed to accurately price products based on specific characteristics and selections.

References:

Salesforce CPQ Developer Guide:

[https://developer.salesforce.com/docs/atlas.en-us.cpq_dev.meta/cpq_dev/Salesforce Pricing Implementation documentation:https://help.salesforce.com/](https://developer.salesforce.com/docs/atlas.en-us.cpq_dev.meta/cpq_dev/Salesforce_Pricing_Implementation_documentation)

NEW QUESTION 28

Users receive an "Apex CPU limit exceeded" error when running the advertising sales management flow omniscrypt in a Salesforce Experience site. The omniscrypt includes an integration procedure that contains multiple data raptors. In which two areas within omnistudio should a consultant check to troubleshoot this issue?

- * OmniStudio logs
- * Action Debugger
- * DataRaptor configuration
- * omniscrypt debugger

To troubleshoot the "Apex CPU limit exceeded" error encountered when running the Advertising Sales Management Flow OmniScript in a Salesforce Experience site, a consultant should examine the DataRaptor configuration (C) and use the OmniScript Debugger (D). The DataRaptor configurations need to be checked for inefficiencies or complex operations that might consume excessive CPU time. The OmniScript Debugger can help identify specific steps or processes within the OmniScript that are contributing to the CPU limit breach, allowing for targeted optimizations. References:

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

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

https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_gov_limits.htm

NEW QUESTION 29

Which out-of-the-box custom object is meant to represent sub-deals with their respective details (amount, date, etc.) to be captured?

- * quoteProductRollup
- * QuoteGroup
- * QuotePricingAdjustment
- * QuoteMember

The out-of-the-box custom object meant to represent sub-deals with their respective details (amount, date, etc.) within Salesforce CPQ is QuoteGroup. This object is used to group related quote lines or products, allowing for the capture and management of specific details and conditions related to subsets of a larger deal.

QuoteGroups enable the organization and structuring of complex quotes, facilitating the handling of detailed pricing, discounts, and terms for different parts of a quote.

References:

Salesforce CPQ documentation: <https://help.salesforce.com/>

Salesforce CPQ User Guide: <https://www.salesforce.com/products/cpq/resources/>

NEW QUESTION 30

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?

- * Custom FlexCard
- * Relationship Graph
- * Custom Lightning Web Component
- * Customer Hierarchy

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 31

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 Cloud types are available for planning out-of-the-box with Media Cloud?

- * digital
- * event
- * print
- * linear

For a B2B advertising publishing company that sells a variety of ad types through Salesforce Media Cloud, the two media types available for planning out-of-the-box are:

Digital: This media type covers online advertising formats such as digital banners, video ads, and other forms of digital content. Media Cloud supports digital ad planning with functionalities tailored to the needs of digital advertising.

Linear: This refers to traditional linear TV advertising, where ads are scheduled to run at specific times within a broadcast. Media Cloud provides out-of-the-box capabilities for planning and managing linear TV ad campaigns.

These media types are supported natively within Media Cloud, enabling sales representatives to plan and sell ads across these channels efficiently.

References:

Salesforce Media Cloud documentation: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce Media Cloud Advertising Sales Management Guide: <https://help.salesforce.com/>

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