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QUESTIONS & ANSWERS
DEMO VERSION
(LIMITED CONTENT)

Question 1

Question Type: MultipleChoice

An Ad Ops team needs to ensure an order created by the Sales Executive is submitted to the downstream ad servers for fulfillment. Order items used within these orders are linked to commercial products and this entire order goes through the Industries Order Management process for fulfillment.

How should the Ad Ops team use the out-of-the-box product with product code: VPL-MEDIA-CLASS in this entire process?

Options:

- A- As Root product in a product bundle with child commercial products
- B- As Parent class of any commercial product
- C- As corresponding technical product of a commercial product in a decomposition relationship
- D- As Object type of a commercial product

Answer:

C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The product with code VPL-MEDIA-CLASS represents a technical product that corresponds to commercial products in a decomposition relationship. This enables the Order Management process to handle fulfillment through its association with commercial products.

Media Cloud Product Hierarchies

Salesforce Industries Order Management

https://help.salesforce.com/s/articleView?id=sf.media_cloud_product_relationships.htm&type=5

Question 2

Question Type: MultipleChoice

A company has purchased the Media Cloud solution. The IT Manager in charge of the deployment

wants to understand which tools in Media Cloud can be used to map the legacy system data model to the Media Cloud data model?

Which two tools should the Consultant mention to the IT Manager in this case?

Choose 2 answers

Options:

- A- IDX Workbench
- B- IDX Build Tool
- C- Schema Builder
- D- Setup / Object Manager

Answer:

A, B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

IDX Workbench and IDX Build Tool are Salesforce-provided tools for managing Media Cloud metadata and data migration, allowing mapping from legacy systems to the Media Cloud data model. Schema Builder and Setup/Object Manager are Salesforce tools for standard metadata but not specialized for Media Cloud data mapping.

Media Cloud Data Migration and Mapping Tools

IDX Workbench and Build Tool Documentation

https://help.salesforce.com/s/articleView?id=sf.media_cloud_idx_tools.htm&type=5

Question 3

Question Type: MultipleChoice

When a media plan is submitted to the ad servers, there is an error related to missing creative or a notification related to a change in the program schedule.

How can this error or notification be made visible on Media Cloud?

Options:

- A- Through campaign analytics reports
- B- Through data present on Media Cloud
- C- Through Einstein for Ad Servers
- D- Through real-time integration to ad servers

Answer:

D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud leverages real-time integrations with ad servers to surface errors or notifications such as missing creatives or schedule changes directly in the system. This allows users to act promptly based on live data. Reporting and analytics are more historical and do not provide immediate error visibility. Einstein is not specifically designed for ad server error reporting.

Media Cloud Ad Server Integration Guide

Real-time Data Handling in ASM

https://help.salesforce.com/s/articleView?id=sf.media_cloud_realtime_integration.htm&type=5

Question 4

Question Type: MultipleChoice

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?

Choose 2 answers

Options:

- A- Create a new Named Credential to store the GAM endpoint.
- B- Add the GAM endpoint in the OmniStudio Integration Procedure.
- C- Create a new Auth. Provider that specifies the Consumer Key and Consumer Secret from GAM.
- D- Add the GAM URL as a new CSP Trusted Site.

Answer:

A, B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Before testing GAM integration, it is necessary to configure secure and proper connectivity. Creating a Named Credential in Salesforce secures the endpoint URL along with authentication details, which simplifies callouts. Adding the GAM endpoint to the OmniStudio Integration Procedure ensures that the system can route requests correctly. The Auth Provider creation is a valid step but not always required if Named Credentials handle authentication. Adding the GAM URL to the Content Security Policy (CSP) Trusted Sites ensures browser security for client-side interactions but is a secondary step.

Media Cloud ASM Integration with GAM

Salesforce OmniStudio Integration Procedures Guide

https://help.salesforce.com/s/articleView?id=sf.media_cloud_gam_integration.htm&type=5

Question 5

Question Type: MultipleChoice

A CTO of a B2B advertising publishing company asked an Administrator who worked on making the Media Cloud application live, for their help in monitoring the real-time information on system performance and security.

Where can the Administrator find this information?

Options:

A- trust.salesforce.com

B- system.salesforce.com

C- media.salesforce.com

D- monitor.salesforce.com

Answer:

A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

trust.salesforce.com is the official Salesforce Trust site that provides real-time information on system status, performance, security incidents, and maintenance notifications. Administrators use this site to monitor org health and planned outages. Other options either do not exist or are not official Salesforce system status portals.

Salesforce Trust Site

<https://trust.salesforce.com/en/>

Question 6

Question Type: MultipleChoice

Which set of components are delivered as part of the managed package?

Options:

- A- FlexiPages, Custom Labels, Vlocity Integration Settings, Custom Layouts
- B- OmniScript Definitions, CPQ APIs, Apex Classes, Lightning Web Components
- C- OmniScript Definitions, CPQ APIs, FlexiPages, Custom Labels
- D- FlexiPages, Custom Labels, Data Model, Media Service

Answer:

B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The managed package includes OmniScript Definitions, CPQ APIs, Apex Classes, and Lightning Web Components as core functional components to deliver Media Cloud features. Other sets list supporting components but not the full package essentials.

Media Cloud Package Contents

https://help.salesforce.com/s/articleView?id=sf.media_cloud_package_contents.htm&type=5

Question 7

Question Type: MultipleChoice

A publisher wants to empower its sales team by embedding analytic dashboards that show the actual digital delivery performance on the Salesforce account page for advertisers and agencies. The dashboard will need to be customized to reflect nuances of the publisher's business.

What should a Consultant configure or implement to solve for this use case?

Options:

- A- Integrate digital delivery sources to Big Query or Snowflake, connect Tableau to the data warehouse, and then set up an embedded Tableau dashboard on the account page.
- B- Configure the Ad Delivery Connector for CRM Analytics and set up an embedded CRM dashboard.
- C- Clone one of the flex cards included in ASM and customize the parameters to display a Marketing Cloud Intelligence dashboard.
- D- Use integration procedures to build a custom connection to the ad server to bring delivery data into the Ad Delivery object and set up a report chart on the account page.

Answer:

B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Ad Delivery Connector for CRM Analytics is a standard Salesforce solution to display digital delivery metrics directly inside Salesforce, with embedded dashboards tailored to the publisher's business. This approach leverages native Salesforce Analytics, enabling customization and tight integration with account data. Using external data warehouses like Big Query or Tableau is more complex and less integrated.

Salesforce CRM Analytics Ad Delivery Connector Documentation

Media Cloud Analytics Best Practices

https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_analytics.htm&type=5

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