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Salesforce Salesforce-Media-Cloud

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Topic Break Down

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Topic 1, Media Cloud Overview	13
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QUESTION NO: 1

A publisher wants to create a media plan that includes linear ads for a specific TV program.

Which object should a Consultant use to define this TV program in Media Cloud?

A. Ad Space Specification

B. Media Plan Placement

C. Media Channel

D. Ad Creative

ANSWER: A

Explanation:

Ad Space Specification is the correct object because it defines the sellable advertising inventory that can be included in a media plan. For linear television, the specification can represent the relevant program inventory and its characteristics, allowing the publisher to describe the ad opportunity in a structured, reusable way. These specifications establish the inventory context needed for planning and selling, such as the media type and the details that distinguish a particular TV-program advertising opportunity. Once that inventory is defined, it can be selected when building the plan and associated with the appropriate commercial terms and delivery requirements. This separation is important in Media Cloud: inventory definitions are maintained independently so they can be reused consistently across proposals, plans, and campaigns while preserving a clear description of what the publisher is offering. Salesforce's Media Cloud documentation identifies Ad Space Specification as the object used to model the specifications of advertising space and inventory. See Salesforce Help: Ad Space Specification and the Salesforce Media Cloud data model for the related object model.

QUESTION NO: 2

A Media Cloud customer utilizes Industries Order Management to manage advertising publishing. Order Management orchestrates the fulfillment steps across multiple external systems, 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?

Choose 2 answers

A. Fully describe all Commercial product entities using product attributes.

B. Use a single swim lane or orchestration plan for all callouts to all external systems.

C. Create a master end-to-end plan to sequence the major milestones of all orders.

D. Create separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing.

ANSWER: C D

Explanation:

Create a master end-to-end plan to sequence the major milestones of all orders because this provides the overall fulfillment lifecycle and coordinates the dependencies between major business outcomes, such as reserving inventory, activating an advertisement in an ad server, and invoicing. The master plan is the appropriate place to model high-level sequencing and the order's progress toward completion, rather than trying to contain every system interaction in one large definition.

Create separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing because discrete functional domains commonly have their own processes, integration endpoints, exception handling, and fulfillment timelines. Decomposing fulfillment into focused orchestration plans makes the implementation more modular and maintainable, while allowing the master plan to coordinate major milestones across domains. This design also supports reuse when the same inventory, provisioning, or billing process is needed by more than one product or order scenario. Salesforce Industries Order Management uses orchestration plans and decomposition relationships to organize fulfillment work and coordinate execution

across systems. See Salesforce's Orchestration Plans documentation and the Industries Order Management data model reference for the relevant orchestration concepts.

QUESTION NO: 3

A sales team has created one Quote for an annual advertising agreement. The agreement contains two independently negotiated commercial portions, each with its own amount, effective dates, and detailed terms. The team needs to retain both portions under the same parent Quote.

Which out-of-the-box object should a Consultant use to represent each commercial portion?

A. QuoteGroup

B. QuotePricingAdjustment

C. QuoteMember

D. QuoteProductRollup

ANSWER: A

Explanation:

QuoteGroup is used to represent sub-deals within a broader Quote. It provides a structure for keeping separate commercial groupings, including their respective amounts and dates, while retaining the relationship to the parent Quote.

Quote Pricing Adjustment is intended for pricing changes, rather than modelling a separate commercial grouping. Quote Member and Quote Product Rollup do not represent sub-deal details within the quote.

QUESTION NO: 4

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

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:

OmniScript Definitions, CPQ APIs, Apex Classes, Lightning Web Components is the correct set because Salesforce Media Cloud is delivered using Salesforce Industries managed-package capabilities that include both declarative industry assets and executable application components. OmniScripts provide guided, configurable digital interactions for media workflows, while CPQ APIs support the product-catalog, pricing, configuration, and quoting processes used by the industry solution. Apex classes supply the server-side business logic required by packaged functionality, and Lightning Web Components provide the reusable Lightning user-interface elements exposed to users in Salesforce. Together, these component types represent a deployable, versioned managed-package solution: metadata for guided processes, integration and business-service interfaces, backend logic, and modern UI components. Salesforce describes Media Cloud as a purpose-built platform that unifies media sales, service, and operations on Salesforce, with industry workflows and capabilities layered onto the core platform. Managed packages are the Salesforce mechanism for distributing a collection of application components while allowing the publisher to maintain and upgrade the solution. See the Salesforce Media Cloud overview and Salesforce documentation on managed packages for the relevant platform and packaging concepts.

QUESTION NO: 5

A media organization needs to bring advertising, marketing, and business data into Marketing Cloud Intelligence. Some sources have supported platform connections, while others provide externally managed files or high-volume data feeds.

Which three Marketing Cloud Intelligence integration methods can a Consultant recommend?

Choose 3 answers

A. API Connectors

B. TotalConnect

C. Marketing Cloud Intelligence Data Lake Stream

D. DataRaptor Turbo Extract

E. Integration Procedure

ANSWER: A B C

Explanation:

API Connectors are used for supported source-platform integrations. **TotalConnect** supports flexible ingestion of externally supplied data, including files and custom datasets. **Marketing Cloud Intelligence Data Lake Stream** supports scalable ingestion into Marketing Cloud Intelligence data-lake capabilities.

DataRaptors and Integration Procedures are OmniStudio tools used in Salesforce Industries implementations. They are not Marketing Cloud Intelligence ingestion methods.

QUESTION NO: 6

Which three Marketing Cloud Intelligence integration methods can a Consultant use to ingest and integrate all available channels as well as first and third party data sources, to create a cross-channel optimization platform?

Choose 3 answers

A. API Connectors

B. Data Raptor

C. TotalConnect

D. Marketing Cloud Intelligence Data Lake Stream

E. Data Mapping Visualizer

ANSWER: A C D

Explanation:

Marketing Cloud Intelligence is designed to consolidate marketing-performance data from a broad mix of paid, owned, earned, first-party, and third-party sources so teams can normalize measurement and optimize activity across channels. **API Connectors** provide managed connections to supported advertising, social, analytics, and other marketing platforms, enabling recurring retrieval of source data. **TotalConnect** supports ingestion of data that is not available through a standard connector, allowing organizations to bring in external files and datasets for centralized reporting and analysis. **Marketing Cloud Intelligence Data Lake Stream** supports scalable ingestion of data into the platform's data-lake capabilities, helping organizations integrate large or continuously supplied datasets as part of their cross-channel data foundation.

Together, these methods address both prebuilt channel integrations and flexible ingestion for custom, first-party, or third-party sources. Once ingested, the data can be harmonized into Marketing Cloud Intelligence's common marketing-data model, making consistent cross-channel measurement, dashboards, and optimization possible. Salesforce describes Marketing Cloud Intelligence as a platform for connecting and harmonizing marketing data across sources; see Salesforce Marketing Intelligence and the Salesforce Help documentation search for Marketing Cloud Intelligence.

QUESTION NO: 7

An Administrator has assigned an Advertising Sales Management persona to a user, but the user cannot access the expected Media Cloud guided experiences and rule-driven functionality.

Which three foundational permission sets should the Administrator verify for the user?

Choose 3 answers

A. Media Cloud Base User

B. OmniStudioUser

C. Rule Engine Runtime

D. OmniStudioAdmin

E. DocGenInd CME Designer User

ANSWER: A B C

Explanation:

Media Cloud Base User provides baseline access to Media Cloud capabilities. **OmniStudioUser** enables runtime access to OmniStudio components that support guided Media Cloud experiences. **Rule Engine Runtime** enables applicable business rules to be evaluated during those processes.

OmniStudioAdmin is intended for users who administer OmniStudio assets and is not a required runtime permission for every persona. Document Generation Designer access is only needed when the user must author document templates.

QUESTION NO: 8

A company is planning to do an audit and needs a report to determine all the price list changes that have been configured in all streaming packages configured in Media Cloud.

Which set of objects should a Consultant access to generate such report?

A. Product, Pricing Variable, Pricing Variable Binding

B. Product, Pricing Plan, Pricing Plan Step, Price List

C. Product, Price Book, Price Book Entry, Price List

D. Product, Price List Entry, Pricing Element

ANSWER: B

Explanation:

Product, Pricing Plan, Pricing Plan Step, Price List is the correct object set because Media Cloud pricing for a catalog offering is modeled through the relationship between the product, its pricing plan, and the individual steps within that plan. A Pricing Plan defines how a product's price is calculated or applied, while Pricing Plan Steps represent the ordered pricing components or conditions that make up that plan. The Price List supplies the market- or context-specific pricing information used by the pricing configuration.

For an audit of streaming-package price-list changes, a consultant needs to report across this full configuration path: identify the streaming package through Product, trace its associated Pricing Plan and Pricing Plan Steps, and include the linked Price List records. This combination provides the necessary visibility into the configured pricing structure and the price-list context affecting each package, rather than limiting the report to a product catalog record alone. Salesforce Industries pricing capabilities are built around catalog products and pricing configuration, including price lists and pricing plans. See Salesforce's Industries Communications, Media, and Energy documentation and the Salesforce Media Cloud documentation for product-catalog and industry configuration guidance.