

Salesforce AP-217

Media Cloud Accredited Professional

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Latest Version: 6.0

Question: 1

A broadcaster, who has implemented Media Cloud, wants to have a comparative view of planned versus actual revenue based on actual impressions.

In which two ways can a Consultant obtain both planned and actual revenue amounts?

Choose 2 answers

- A. Planned revenue from Media Cloud and actuals from Ad Server
- B. Planned revenue and actuals from Media Cloud
- C. Planned revenue from Ad Server and actuals from Media Cloud
- D. Planned revenue and actuals from Ad Server

Answer: A, B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud is designed to provide planned revenue figures as part of the media planning and booking process, while actual revenue data often comes from external Ad Servers that track delivery and impressions. To have a complete comparative view, consultants commonly combine planned revenue data maintained within Media Cloud with actual revenue data retrieved from the Ad Server, or use Media Cloud's integrated capabilities if actuals are captured there. Salesforce Media Cloud documentation supports this dual approach to revenue tracking by integrating planned data internally and actuals from connected Ad Servers for accurate financial analysis and reporting.

Media Cloud Implementation Guide - Revenue Management Section

Salesforce Media Cloud Overview on Revenue Data Integration

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

Question: 2

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

- 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: 3

A publishing company has been using Media Cloud for the last six months and now wants to send order data over to the Google Ad Management platform. The company has the client and secret from Google.

Which element should a Consultant create within Salesforce to be able to enter these details?

- A. Named Credentials
- B. Auth. Provider
- C. Connected App
- D. Custom Metadata

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Named Credentials in Salesforce are used to securely store external service endpoints and authentication details such as client ID and client secret. When integrating with Google Ad Manager, the client and secret are used for OAuth authentication. Named Credentials simplify authentication handling for callouts by managing tokens automatically and securely. Connected Apps are typically for OAuth client registration but not storing credentials in this use case.

Salesforce Named Credentials Documentation

Media Cloud Google Ad Manager Integration

https://developer.salesforce.com/docs/atlas.en-us.externalobjects.meta/externalobjects/external_objects_named_credentials.htm

Question: 4

During proposal line item creation, a Consultant needs to be able to select a value for a picklist type attribute.

Which non-overridable behavior must the Consultant select during the assignment to the parent object type?

- A. Is Not Assetizable
- B. Is Encrypted
- C. Is Not Translatable
- D. Run-time Configurable

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Run-time Configurable behavior allows the picklist values to be determined dynamically during runtime rather than being statically assigned. This is critical in proposal line items to select picklist values that may change or depend on other variables dynamically. The other options either disable functionality (Is Not Assetizable), restrict translations, or encrypt values but do not allow dynamic selection.

Salesforce Media Cloud Data Model Guide

Proposal Line Item Configuration Best Practices

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

Question: 5

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?

- 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

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?

- A. Digital
- B. Print
- C. Out Of Home (OOH)
- D. Linear

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Linear refers to traditional TV broadcasting channels where advertisements run in a scheduled, linear fashion. Since the home store wants to advertise on a TV channel, the media plan should include the Linear channel type. Digital refers to online channels, Print to newspapers/magazines, and OOH to outdoor advertising formats.

Media Cloud Channel Definitions

Advertising Sales Management Media Types

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

Question: 7

An Administrator is mapping a user to Media Cloud personas. In the current role, the user builds media plans from request for proposals (RFPs), reviews past performance to gain insights, and proposes proactive solutions.

To which persona should the user be mapped?

- A. Media Planner
- B. Yield Manager
- C. Designer
- D. Ad Ops

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Media Planner persona is responsible for creating media plans based on RFPs, analyzing past campaign data, and proposing strategic media buys. Yield Managers focus more on inventory optimization, Designers on creative development, and Ad Ops on campaign execution. Media Cloud Persona Mapping Guide

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

Question: 8

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:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence (MCI) supports multiple integration methods including API Connectors for direct data ingestion, TotalConnect for ingesting external datasets, and Data Lake Streams for large-scale streaming data ingestion. Data Raptor and Data Mapping Visualizer are primarily Salesforce data transformation tools, not ingestion methods for MCI.

Marketing Cloud Intelligence Integration Overview

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

Question: 9

A Media Cloud customer is already running Advertising Sales Management (ASM) on an org and wants to upgrade from an older release to a newer release.

What should a Consultant do before migration?

- A. Take a backup of any newer ASM components
- B. Customize or modify the newer ASM components
- C. Take a backup of any customized or modified older ASM components
- D. Activate Custom Lightning Web Components and FlexCards

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Before migrating ASM to a newer release, it is crucial to take a backup of any customized or modified components in the existing (older) release to avoid losing customizations. Newer components should not be customized before migration. Activating new LWC and FlexCards is a post-migration step.

ASM Upgrade and Migration Best Practices

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

Question: 10

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:

Comprehensive and Detailed Explanation From Exact Extract:

Pricing Plan, Pricing Plan Step, and Price List objects are part of the managed pricing framework in Media Cloud used to define and track pricing changes. These objects collectively reflect the price list changes over streaming packages. Product and Price Book objects are standard Salesforce objects but do not capture the pricing plan step details critical for auditing price changes.

Media Cloud Pricing Management Data Model

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

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