Free Questions for Media-Cloud-Consultant by certscare

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Question 1

When using advertising sales managment (ASM), what are the two reccomended ways to integrate with google ad manage (GAM) to retrieve information, such as inventory managment, or to publish a campaign to GAM?

Options:

A- check availability integration procedure

B- apex callable interfaces

C- dataRaptors on Interface Tables

D- Pre-Built orchestration plan

Answer:

A, D

Explanation:

When integrating Advertising Sales Management (ASM) with Google Ad Manager (GAM), two recommended ways include using the Check Availability Integration Procedure (A) and Pre-Built Orchestration Plan (D). The Check Availability Integration ensures real-time verification of ad inventory against the planned campaigns, preventing overbooking and optimizing ad space utilization. The Pre-Built Orchestration Plan provides a structured workflow for integrating with GAM, facilitating seamless campaign publishing and data synchronization between Salesforce and GAM. Reference:

https://help.salesforce.com/

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

Question 2

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 orer 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 enteire process?

Options:

A- as root product in a product bundle with child commmercial products

B- as corresponding technical product of a commercial product in a decomposition relationship

C- as object type of a commercial product

D- as parent class of any ommercial product

Answer:

B

Explanation:

In the context of order fulfillment in Advertising Operations (Ad Ops), the out-of-the-box product with product code: VPL-MEDIA-CLASS should be used as a corresponding technical product of a commercial product in a decomposition relationship (B). This approach allows the commercial products, which represent the client-facing aspects of the advertising products, to be linked to their technical counterparts. These technical products, represented by VPL-MEDIA-CLASS, encapsulate the specific technical requirements and configurations needed for the ad server to fulfill the order. Reference:

https://help.salesforce.com/

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

Question 3

Why would a consultant integrate media cloud advertising sales management (ASM) with a programming server?

Options:

A- to retrieve actual impressions delivered by date and advertiser

B- to set the priority for ads to be served based on advertiser category and competitive exlusion rules

C- to create digital ad campaigns with guaranteed impressions

D- to provide third-party impression numbers for actual delivery

Answer:

A

Explanation:

Integrating Media Cloud Advertising Sales Management (ASM) with a programming server allows for the retrieval of actual impressions delivered by date and advertiser (A). This integration enables a seamless flow of performance data back into Salesforce, allowing for accurate tracking and reporting of ad campaign effectiveness. It ensures that advertisers are billed accurately based on the actual impressions delivered, and helps in optimizing future campaigns by understanding performance metrics. Reference:

Question 4

Question Type: MultipleChoice

What are three media cloud record types for the account object?

Options:

A- agency account

B- advertiser account '

C- publisher account

D- brand account

E- household account

Answer:

A, B, C

Explanation:

In Salesforce Media Cloud, the account object can be customized to represent different entities involved in the media and advertising ecosystem. The three record types for the account object include: Agency Account (A), Advertiser Account (B), and Publisher Account (C). These record types help in organizing and managing relationships and interactions with various stakeholders in the advertising process, such as agencies that represent advertisers, the advertisers themselves who are the clients looking to promote their products or services, and publishers who own the media space where the ads are displayed. Reference:

https://help.salesforce.com/

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

Question 5

Question Type: **MultipleChoice**

What does "Check Availability" do during media plan creation?

Options:

A- makes sure that resources to work on creatives are available

B- checks the schedules of the campaign plan team

C- checks the availability of the ad server

D- checks the ad space and capacity availability in the ad server '

Answer:

D

Explanation:

The 'Check Availability' function during media plan creation is designed to check the ad space and capacity availability in the ad server (D). This process ensures that the desired placements and inventory are available for the planned campaign dates and volumes, thereby avoiding overbooking and enabling effective campaign planning and execution. Reference:

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

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

Question 6

Question Type: **MultipleChoice**

What happens when a required placement is unavailable in the ad server during the check availability product with google ad manager?

Options:

A- a yellow check mark if partial quantity

B- the check availability action returns the availability quantity for manual adjustment

C- the check availability action updates the quantity to the available quantity

D- a red check mark appears in the availability column

Answer:

D

Explanation:

When a required placement is unavailable in the ad server during the check availability process with Google Ad Manager, a red check mark appears in the availability column (D). This clear visual cue signals to the user that the desired placement is not available, prompting them to consider alternative placements or adjust their campaign strategy accordingly. Reference:

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

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

Question 7

What happens when a required placement is unavailable in the ad server during the check availability process with google Ad manager?
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Options:

A- the check availability action returns the available quantity for manual adjustment

B- the check availability action updates the quantity to the available quantity

C- a yellow check mark appears if partial quantity is available and red if none is available

D- a red check mark appears in the availability column

Answer:

C

Explanation:

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. Reference:

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

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

Question 8

Question Type: **MultipleChoice**

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

Options:

A- compaign reporting using media cloud and ad server data

B- acts as a customer data platform

C- campaign performance using media cloud and ad server data

D- acts as a data lake for customer data insight

Answer:

A, C

Explanation:

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.

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

https://help.salesforce.com/

Question 9

Question Type: MultipleChoice

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?

Options:

A- clone an existing ad product and assign attributes

B- use a product family for those products

C- use a standalone product and add attributes

D- use an object type and assign attributes

Answer:

B

Explanation:

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. Reference:

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

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