Question 1

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?

Options:

A- ad server, ad server application, and ad server user

B- ad server, ad server application, and ad server advertiser

C- ad server, ad server account, and ad server user

D- ad server, ad server account, and ad server advertiser

Answer:

A

Explanation:

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. Reference:

https://help.salesforce.com/

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

Question 2

Question Type: MultipleChoice

A digital publisher wants to visualize the connections between the different parties who are involved in ad buys, including advertisers, agencies, and teir parent companies. Which feature of salesforce industries does media cloud use for this purpose?

Options:

A- custom FlexCard

B- Relationship Graph

C- Custom Lightning Web Component

D- Customer Hierarchy

Answer:

B

Explanation:

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. Reference:

https://help.salesforce.com/

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

Question 3

Question Type: **MultipleChoice**

A home store wants to advertise their products on a video streaming service hosted by a publishing company. How can a consultant ensure that this advertisement is visible to subscribers residing in the united states only?

Options:

A- create the media plan under the account with shipping address as united states

B- select the operating system targeting as united states

C- select united states in the media campaign country

D- select united states in geo targeting within configure placements

Answer:

D

Explanation:

To ensure that advertisements are visible only to subscribers residing in the United States on a video streaming service, a consultant should use geo-targeting options within the advertisement configurations. By selecting the United States in geo-targeting within the configure placements setting (D), the consultant can specify that the ad should only be shown to users whose IP addresses indicate they are in the United States. This approach effectively filters the audience based on geographic location, ensuring that the ad reaches the intended demographic. Reference:

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

Question 4

Question Type: MultipleChoice

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?

Options:

A- Out of Home (OOH)

B- Linear

C- Print

D- Digital

Answer:

B

Explanation:

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. Reference:

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

https://help.salesforce.com/

Question 5

Question Type: MultipleChoice

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?

Options:

A- planned revenue and actuals from media cloud

B- planned revenue from media cloud and actuals from Ad server

C- planned revenue and actuals from Ad server

D- planned revenue from Ad server and actuals from Media Cloud

Answer:

B, D

Explanation:

For a broadcaster implementing Media Cloud to have a comparative view of planned versus actual revenue, they need to obtain data from both Media Cloud and their Ad server. Planned revenue can be derived from Media Cloud where advertising campaigns, including their budget and expected revenue, are managed (B, D). Actual revenue, on the other hand, is based on the real-world performance of ads, such as the number of impressions or clicks, which is typically tracked by an Ad server (B, D). Therefore, to obtain a comprehensive comparative view, data should be collated from both Media Cloud for planned figures and the Ad server for actual revenue. Reference:

https://help.salesforce.com/

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

Question 6

A publisher wants to share the omniscript with a subset of partners through the experience cloud. An administrator has created a page variation and added the omniscript to the page, but the subgroup of partner users are reporting they not seeing any changes in the experience site page. Which three actions should the administrator take to help troubleshoot this issue?

Options:

A- validate flexcards are being activated with the community page and community default as targets

B- validate that the page variation is published

C- validate that the latest version of the omniscript is enabled

D- validate that the user has the mediacloudCCRuntime permission set license assigned

E- validate that the audience for the page variation is correctly defined as assigned

Answer:

B, C, E

Explanation:

When partners report not seeing changes in the Experience Cloud site, the administrator should consider several factors to troubleshoot the issue. Firstly, ensure that the page variation containing the OmniScript is published (B). An unpublished page variation will not be

visible to users. Secondly, check if the latest version of the OmniScript is enabled (C), as older versions may not reflect recent changes or functionalities. Lastly, verify that the audience for the page variation is correctly defined and assigned (E). The audience settings determine which subset of users can view the page variation. Incorrect audience assignment can lead to visibility issues for intended users. Reference:

https://help.salesforce.com/

https://developer.salesforce.com/docs/atlas.en-us.omniscript_best_practices.meta/omniscript_best_practices/omniscript_manage_versions.htm

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

Question 7

Question Type: **MultipleChoice**

A publisher has an existing system to build media plans and integrate with google ad manager to create digital ad campaigns. Which two questions are important to ask to determine if media cloud advertising sales management is a good fit to replace the existing system?

Options:

A- which types of ad products are included in media plans?

B- which ad servers does the system need to connect to for campaign booking?

C- which type of marketing automation system is in use?

D- what are the dimensions for all digital ad formats for the publisher?

Answer:

A, B

Explanation:

When evaluating the fit of Media Cloud Advertising Sales Management to replace an existing system for building media plans and integrating with Google Ad Manager, it's critical to understand the types of ad products included in media plans and the ad servers required for campaign booking. These questions help ascertain the complexity and diversity of the advertising products managed by the publisher and ensure that Media Cloud can support the necessary integrations and functionalities, such as campaign booking with various ad servers like Google Ad Manager, to meet the publisher's needs. Reference: https://www.salesforce.com/products/media-cloud/advertising-sales/

Question 8

Question Type: **MultipleChoice**

A publisher 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 versions of the proposed media plan and its line items?

Options:

A- product schedule functionality

B- product mapping to an active price list

C- quotes, and 'Sync to opportunity' custom button

D- A media Plan version field in opportunity line item (OLI)

Answer:

C

Explanation:

To address the challenge of tracking products with low reception, including those dropped from opportunities, the consultant should ensure that the media planning design includes the use of Quotes and a 'Sync to Opportunity' custom button. This setup allows sellers to create and manage multiple versions of media plans as quotes, capturing both selected and deselected products. The 'Sync to Opportunity' functionality facilitates the transfer of the final selected media plan to the opportunity, ensuring that the sales process

Question 9

Question Type: MultipleChoice

A publisher wants to create a media plan that includes linear adc for a specific tv program. Which object should a consultant use to define this TV program in media cloud?

Options:

A- media channel

B- ad space specification

C- ad creative

D- media plan placements

Answer:

B

Explanation:

When creating a media plan that includes linear ads for a specific TV program in Media Cloud, the consultant should use the Ad Space Specification object to define the TV program. This object allows for the detailed characterization of the ad spaces available for advertising, including specific programs, ensuring that the media plan accurately reflects the intended placements and associated specifications. It provides a structured way to capture the unique attributes of each ad space, such as a TV program, within the media planning process. Reference: https://help.salesforce.com/

Question 10

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 advertising 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- use integration 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

B- clone one of the flex card included is asm and customize the parameters to display a marketing cloud intelligence dashboard.

C- integrate digital delivery sources to big query or snowflake, connect tableau to the data warehouse, and then set up an e,bedded tableau dashbpard on the account page

D- configure the ad delivery connector for crm analytics and set up an embedded crm dahhboard'

Answer:

D

Explanation:

To provide the sales team with analytic dashboards showing actual digital delivery performance directly on the Salesforce Account page for advertisers and agencies, configuring the Ad Delivery Connector for CRM Analytics is the most efficient solution. This approach leverages CRM Analytics to aggregate and analyze ad delivery data, offering customizable dashboards tailored to the publisher's specific business nuances. Embedding these CRM Analytics dashboards on the Account page ensures that sales teams have immediate access to relevant performance metrics, enabling informed decision-making and client discussions. Reference: https://www.salesforce.com/products/tableau/crm-analytics/