



Free Questions for Media-Cloud- Consultant

Shared by **Haley** on **24-05-2024**

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Question 1

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 2

Question Type: MultipleChoice

A customer has provided the below Ad placement requirements for a vertical banner. size: 120x600, position (left or right), content (animated GIF) wich two fields need to be configured in the ad creative size type object to meet the customers requirements?

Options:

- A- width
- B- height

C- ad placement type

D- position

Answer:

A, B

Explanation:

To meet the customer's requirements for an ad placement of a vertical banner with specific size and content attributes, the fields that need to be configured in the Ad Creative Size Type object are Width and Height. These fields allow for the specification of the banner's dimensions (120x600), which is crucial for ensuring that the ad creative conforms to the required size for effective display. The position (left or right) and content type (animated GIF) would typically be managed within the ad serving platform or specified in additional fields or instructions associated with the ad creative but are not standard fields in the Ad Creative Size Type object.

Salesforce Media Cloud documentation:

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

Salesforce Ad Creative Management Guide: Information available in Salesforce Media Cloud resources

Question 3

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 4

Question Type: MultipleChoice

When using advertising sales management (ASM), what are the two recommended ways to integrate with Google Ad Manager (GAM) to retrieve information, such as inventory management, 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 5

Question Type: MultipleChoice

A media publisher is using advertising sales management to manage their b2b ad sales business using google ad manager. A consultant added a new placement on an existing media plan. When adding the new placement, the media plan remains in an inactive state in GAM. What should the consultant do to clear the inactive state after adding the new placement?

Options:

- A- override creative settings in GAM
- B- delete and create the media campaign again in asm
- C- delete and add the placement again in ASM
- D- add the creatives to the line items in GAM

Answer:

D

Explanation:

When a new placement is added to an existing media plan in Advertising Sales Management (ASM) and the plan remains in an inactive state in Google Ad Manager (GAM), the consultant should ensure that the creatives are added to the corresponding line items in GAM. This action is necessary because GAM requires creatives to be associated with line items for them to become active and for the ads to be served. Adding the creatives completes the setup process in GAM and changes the status from inactive to active, allowing the media plan to be executed as intended. Reference: <https://help.salesforce.com/>

Question 6

Question Type: MultipleChoice

A publisher wants to share the omniscrypt with a subset of partners through the experience cloud. An administrator has created a page variation and added the omniscrypt 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 omniscrypt 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.omniscrypt_best_practices.meta/omniscrypt_best_practices/omniscrypt_manage_versions.htm

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

Question 7

Question Type: MultipleChoice

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

Options:

- A- campaign 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 8

Question Type: MultipleChoice

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 exclusion 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:

<https://help.salesforce.com/>

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



Question 9

Question Type: MultipleChoice

When creating a digital ad sales media proposal, which object mapping is used to link one show with multiple ad space formats during the catalog design?

Options:

- A- ad space specification (one-to-one)
- B- ad space creative size type (one-to-many)
- C- ad space creative size type (one-to-one)
- D- ad space specification (One-to-many)



Answer:

D

Explanation:

When creating a digital ad sales media proposal and linking one show with multiple ad space formats during catalog design, the object mapping used is Ad Space Specification (One-to-many) (D). This mapping allows for a single show or content piece to be associated with multiple ad space formats, such as banners, videos, or pop-ups, enabling advertisers to select from a variety of formats that best suit their campaign goals and audience engagement strategies. Reference:

<https://help.salesforce.com/>

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



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