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# Question 1

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**Question Type:** MultipleChoice

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In advertising sales management, what is the correct order to execution of the pre-built industries order management orchestration plan components?

## Options:

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- A- create line items, create order, approve order, activate order, add creative
- B- create order, create line items, add creative, approve order, activate order
- C- create line items, create order, add creative, approve order, activate order
- D- create order, create line items, approve order, activate order, add creative

## Answer:

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B

## Explanation:

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In Advertising Sales Management, the correct order of execution for the pre-built Industries Order Management orchestration plan components is: Create Order, Create Line Items, Add Creative, Approve Order, Activate Order (B). This sequence ensures that the foundational elements of an order are established first (the order itself and its line items), followed by the association of creative materials, and finally, the approval and activation of the order for execution. Reference:

[https://help.salesforce.com/articleView?id=industries\\_advertising\\_order\\_management.htm](https://help.salesforce.com/articleView?id=industries_advertising_order_management.htm)

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

## Question 2

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**Question Type: MultipleChoice**

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Cloud kicks is setting up a new instance for media cloud and their sales reps should only see opportunities that they have created. When sales managers run reports, they need to see the data for all the reps that report to them. How should a consultant set this up?

### Options:

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- A-** set the organization wide default (OWD) for the opportunity object to private. Use sharing rules to share records owned by sales reps that are below the manager in the role hierarchy
- B-** set the organization wide default for the opportunity object to public. Use apex sharing to ensure manager's can see the records

owned by users below them in the role hierarchy.

**C-** set the organization wide default for the opportunity object to public. Filter the reports to show the records owned by users below them in the role hierarchy.

**D-** set the organization wide default for the opportunity object to private. Set up the role hierarchy to ensure managers can see the records owned by users below them in the role hierarchy

### **Answer:**

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D

### **Explanation:**

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To set up the visibility of opportunities in Salesforce Media Cloud such that sales reps only see their opportunities and managers see all opportunities under them, the organization-wide default (OWD) for the Opportunity object should be set to private (D). Then, configure the role hierarchy to ensure that managers can see the records owned by users in their reporting hierarchy. This setup leverages Salesforce's built-in role hierarchy model, where users at higher levels automatically have visibility into records owned by users at lower levels in their hierarchy without the need for additional sharing rules. Reference:

[https://help.salesforce.com/articleView?id=sf.sharing\\_model\\_fields.htm](https://help.salesforce.com/articleView?id=sf.sharing_model_fields.htm)

[https://help.salesforce.com/articleView?id=sf.roles\\_overview.htm](https://help.salesforce.com/articleView?id=sf.roles_overview.htm)

## Question 3

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**Question Type:** MultipleChoice

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Cloud Kicks has been using media cloud for the last three months and now wants to send data over to the google ad management platform. What does a consultant need to create in salesforce to specify the callout URL?

### Options:

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- A- connected app
- B- custom metadata
- C- auth. Provider
- D- named credential

### Answer:

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D

### Explanation:

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When integrating Media Cloud with the Google Ad Management platform and needing to specify the callout URL, a consultant should create a Named Credential (D) in Salesforce. Named Credentials provide a secure way of storing and referencing authentication details

and endpoint URLs for external services, thereby simplifying the setup of secure API callouts from Salesforce to external platforms like Google Ad Manager. Reference:

[https://help.salesforce.com/articleView?id=sf.named\\_credentials\\_about.htm](https://help.salesforce.com/articleView?id=sf.named_credentials_about.htm)

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

## Question 4

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**Question Type: MultipleChoice**

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Cloud kicks is using the google ad manager platform and there is an issue occurring at some point in the transmission of data between the system when an insertion document is being created. What can a consultant do to gather information about the data being passed between the system?

### Options:

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- A-** start a trace flag under the debug logs, send the payload again, and search for errors
- B-** create a list view for the process exception object to show records that match the criteria and consult the results
- C-** review the payloads found on the orchestration plan item records

**D-** create a report against the process exception object and resend the insertion Order. if the error continues to occur, consult the report created by the consultant

### **Answer:**

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A

### **Explanation:**

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To gather information about the data being passed between systems, particularly when an issue occurs during the transmission of data for an insertion order, a consultant can start a trace flag under the debug logs, resend the payload, and search for errors (A). This method allows for real-time monitoring and logging of system processes, helping to identify and diagnose the exact point of failure or error in the data transmission. Reference:

[https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex\\_debugging\\_system\\_log.htm](https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_debugging_system_log.htm)

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

## **Question 5**

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**Question Type: MultipleChoice**

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While integrating the media plan with ad servers some of the integrations need to be configured as synchronous interfaces. Which two options should be configured as bi-directional synchronous interface?

### Options:

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- A- activate campaign in ad server
- B- campaign reporting from ad server
- C- campaign performance feed to CPQ
- D- check ad inventory in ad server

### Answer:

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A, D

### Explanation:

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In the context of integrating a media plan with ad servers, certain integrations should be configured as bi-directional synchronous interfaces. These include 'Activate Campaign in Ad Server' (A) and 'Check Ad Inventory in Ad Server' (D). Synchronous interfaces ensure that actions taken in Media Cloud (like activating a campaign) are instantly reflected in the ad server, and checking ad inventory happens in real-time, providing up-to-date availability data. Reference:

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

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



## Question 6

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**Question Type:** MultipleChoice

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When a media plan is submitted to the ad servers , there is an error related to missing creative or a [...] related to a change in the program schedule. How can thi serror or notification be made visible on media cloud?

### Options:

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- A- through campaign analytics report
- B- through real-time integration to ad server
- C- through einstein for ad server
- D- through data present on media cloud'

### Answer:

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B

### Explanation:

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When a media plan is submitted to the ad servers and there's an error related to missing creative or a notification related to a change in the program schedule, this information can be made visible on Media Cloud through real-time integration to the ad server (B). Real-time integration ensures that any errors or updates from the ad server are immediately reflected in Media Cloud, allowing for prompt action and resolution. Reference:

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

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

## Question 7

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**Question Type: MultipleChoice**

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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:

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**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:**

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D

**Explanation:**

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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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