



## **Free Salesforce Media Cloud Accredited Professional (AP-217) Practice Questions**

**Shared by Hendricks on 13-08-2026**

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## Question 1

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Question Type: MultipleChoice

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A Sales Executive creates a quote. When the quote status is changed to Client Approved, it should automatically be submitted for approval. The approver needs to be a queue instead of an individual Salesforce user.

How can this be achieved in the system?

Options:

- A- Invoke Approval Process created on individual QuoteLineItem and keep Queue as Approver.
- B- Invoke Approval Process created on Opportunity linked to the Quote and keep Queue as Approver.
- C- Invoke Approval Process created on a custom object having lookup to Quote and keep Queue as Approver.
- D- Invoke Approval Process on Quote and keep Queue as Approver.

Answer:

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D

Explanation:

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Comprehensive and Detailed Explanation From Exact Extract:

Approval processes on the Quote object can be configured to automatically submit for approval when status changes, and queues can be assigned as approvers. This is a standard Salesforce approval process setup and does not require custom objects or linked objects.

Salesforce Approval Processes

[https://help.salesforce.com/s/articleView?id=sf.approval\\_process.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.approval_process.htm&type=5)

## 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 (OWD) 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.
- C- Set the organization wide default (OWD) 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 (OWD) 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.

### Answer:

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B

### Explanation:

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Comprehensive and Detailed Explanation From Exact Extract:

Setting the OWD to private restricts record visibility to owners by default. Using the role hierarchy allows managers to view records owned by subordinates without additional sharing rules or code. This is the standard Salesforce approach for hierarchical visibility. Public OWD would not restrict sales reps' views.

Salesforce Sharing and Visibility Best Practices

[https://help.salesforce.com/s/articleView?id=sf.sharing\\_model.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.sharing_model.htm&type=5)

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## Question 3

Question Type: MultipleChoice

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A company has purchased the Media Cloud solution. The IT Manager in charge of the deployment wants to understand which tools in Media Cloud can be used to map the legacy system data model to the Media Cloud data model?

Which two tools should the Consultant mention to the IT Manager in this case?

Select 2 answers

Options:

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- A- IDX Workbench
- B- IDX Build Tool
- C- Schema Builder
- D- Setup / Object Manager

Answer:

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A, B

Explanation:

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Comprehensive and Detailed Explanation From Exact Extract:

IDX Workbench and IDX Build Tool are Salesforce-provided tools for managing Media Cloud metadata and data migration, allowing mapping from legacy systems to the Media Cloud data model. Schema Builder and Setup/Object Manager are Salesforce tools for standard metadata but not specialized for Media Cloud data mapping.

Media Cloud Data Migration and Mapping Tools

IDX Workbench and Build Tool Documentation

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_idx\\_tools.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_idx_tools.htm&type=5)

## Question 4

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Question Type: MultipleChoice

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A publisher has an existing system to build media plans and integrate with Google Ad Manager (GAM) to create digital ad campaigns.

Which two questions are important to ask to determine if Media Cloud Advertising Sales Management (ASM) is a good fit to replace the existing system?

Select 2 answers

### Options:

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- A- Which ad servers does the system need to connect to for campaign booking?
- B- Which type of marketing automation system is in use?
- C- What are the dimensions for all digital ad formats for the publisher?
- D- Which types of ad products are included in media plans?

### Answer:

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A, D

### Explanation:

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Comprehensive and Detailed Explanation From Exact Extract:

Determining compatibility with existing ad servers and the types of ad products involved is critical when evaluating Media Cloud ASM as a replacement. Knowing ad server integration needs ensures technical fit, while product types determine if ASM supports the business model. Marketing automation systems and ad format dimensions are less critical at this stage.

Media Cloud ASM Evaluation Checklist

Salesforce Media Cloud Integration Guidelines

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_evaluation.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_evaluation.htm&type=5)

## Question 5

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Question Type: MultipleChoice

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A Media Cloud customer needs to integrate Google Ad Manager (GAM) with an existing middleware system using an integration procedure.

What is the most secure way for a Consultant to implement the authentication and credentialing requirements for the integration, while also minimizing customization?

### Options:

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- A- Modification on integration procedure is not needed since this is through middleware and the existing named credential is not utilized.
- B- Implement a custom OAuth to authenticate with middleware, storing credentials in the integration procedure.
- C- Create a new authentication provider with custom metadata and use it within a named

credential.

D- Create a remote action in the integration procedure that calls a custom Apex Class.

Answer:

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C

Explanation:

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Comprehensive and Detailed Explanation From Exact Extract:

Using a Named Credential with a custom Authentication Provider that stores client credentials in custom metadata ensures secure storage and easy maintenance. This reduces the need for custom OAuth flows in the integration procedure or Apex code, which increases complexity and maintenance.

Salesforce Named Credentials and Auth Providers

Media Cloud GAM Integration Best Practices

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_named\\_credential\\_auth.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_named_credential_auth.htm&type=5)

## Question 6

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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 order 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- Named Credential
- B- Connected App
- C- Custom Metadata
- D- Auth. Provider

Answer:

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A

### Explanation:

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Comprehensive and Detailed Explanation From Exact Extract:

Named Credentials provide a secure and declarative way to specify callout URLs along with authentication information, simplifying integration with Google Ad Manager. Connected Apps and Auth Providers manage authentication but do not directly specify callout URLs.

Salesforce Named Credentials

[https://help.salesforce.com/s/articleView?id=sf.named\\_credentials\\_overview.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.named_credentials_overview.htm&type=5)

### Question 7

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Question Type: MultipleChoice

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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

### Options:

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- 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:

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A, B

### Explanation:

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

## Question 8

Question Type: MultipleChoice

Which three permission sets should a Consultant add for a newly hired Media Planner user?

Select 3 answers

### Options:

- A- OmniStudioUser
- B- MediaCloudPlus Runtime
- C- Rule Engine Runtime
- D- MediaCloud Runtime
- E- Media Cloud Base User

### Answer:

A, B, E

### Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

A Media Planner requires permission sets for OmniStudioUser to work with OmniStudio tools, MediaCloudPlus Runtime for ASM features, and Media Cloud Base User to access basic Media Cloud data and features. Rule Engine Runtime and MediaCloud Runtime are more specialized and not strictly required for planners.

Media Cloud User Setup Guide

Salesforce Permission Sets for ASM

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_user\\_permissions.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_user_permissions.htm&type=5)

## Question 9

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Question Type: MultipleChoice

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Which two actions take place, when an insertion order is created and submitted in Media Cloud Advertising Sales Management (ASM)?

Choose 2 answers

Options:

- A- Order flow is initiated for asset creation and billing
- B- Order is submitted to B2B Commerce Order Management
- C- The orchestration plan is created and can be viewed
- D- Order is submitted to Industries Order Management

Answer:

A, D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Upon insertion order submission, Media Cloud triggers an order flow that initiates asset creation and billing processes. Additionally, the order is handed over to Industries Order Management for orchestration across external systems such as ad servers and billing platforms. B2B Commerce is not involved in ad order fulfillment.

Media Cloud Order Management Process

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_order\\_management.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_order_management.htm&type=5)

## Question 10

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Question Type: MultipleChoice

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A publishing company has an existing media plan creation process that was setup using OmniStudio a few months ago. A new requirement has come up where the user will be required to enter a new secondary budget field and this field should be stored with the rest of the media plan details.

On which object should a Consultant add this field so that it is stored with the rest of the media plan and can be added to the appropriate OmniScript?

Options:

- A- Opportunity
- B- Order
- C- Quote
- D- Media Plan Placement

Answer:

D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Media Plan Placement object holds detailed line-item level data related to media plans, including budgets and schedules. Adding the new secondary budget field here allows it to be managed alongside other media plan details and be exposed in OmniScripts that drive the media plan creation process. Opportunity, Order, and Quote objects do not store placement-level budget fields.

Media Cloud Data Model Documentation

OmniStudio Media Plan Integration

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_omniplan\\_fields.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_omniplan_fields.htm&type=5)

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## Question 11

Question Type: MultipleChoice

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A customer is using Media Cloud and they need to report on how well a digital advertising campaign is performing. The company is using Google Ad Manager (GAM) as one of their

primary data sources.

Which product should a Consultant implement to analyze campaign performance?

Options:

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- A- Standard Salesforce Reporting and Dashboards
- B- CRM Analytics
- C- Custom Reporting Solution
- D- Marketing Cloud Intelligence

Answer:

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D

Explanation:

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Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence provides advanced analytics capabilities by integrating data from Media Cloud and GAM to deliver comprehensive campaign performance analysis beyond standard reports or custom solutions.

Marketing Cloud Intelligence Overview

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_mci.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci.htm&type=5)

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