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Salesforce Media Cloud Consultant Exam

Salesforce Media-Cloud-Consultant

Version Demo

Total Demo Questions: 12

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Topic Break Down

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Topic 1, Media Cloud Fundamentals	23
Topic 2, Advertising Sales Management	71
Topic 3, Advertising Operations Management	23
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Total	124

QUESTION NO: 1

A publisher is configuring an Ad Creative Size Type for a 300 by 250 display unit. Placement position and accepted creative file type are configured elsewhere. Which two fields on the Ad Creative Size Type should the consultant configure to represent the required dimensions?

Select two answers.

- A. Width
- B. Height
- C. Ad Placement Type
- D. Position

ANSWER: A B

Explanation:

Width and **Height** define the dimensions of an Ad Creative Size Type. For this unit, the consultant configures width as 300 and height as 250 so inventory and creative requirements can be matched consistently.

Position is a placement characteristic, while ad placement type identifies the placement classification rather than the creative dimensions.

QUESTION NO: 2

A seller creates one media proposal containing separate campaign sections for a retailer's display launch, streaming-video promotion, and seasonal sponsorship. Each section needs its own flight dates, amount, and related quote products while remaining part of the same quote. Which out-of-the-box object should the consultant use for each campaign section?

- A. QuoteGroup
- B. Ad Quote Line
- C. Quote Pricing Adjustment
- D. Media Channel

ANSWER: A

Explanation:

QuoteGroup is designed to represent a sub-deal within a larger quote. It enables the consultant to organize the proposal into distinct commercial sections and capture group-specific dates, amounts, and related quote products.

A Quote represents the overall media plan, while quote line items represent individual products within the plan. Neither object alone provides the intended grouping structure for multiple independently detailed sub-deals.

QUESTION NO: 3

An advertiser works with several agencies. One agency is the agency of record, while another provides creative services. The publisher must retain agency contacts and report each agency role for each advertiser relationship. Which two actions should a consultant include in the data-model design?

Select two answers.

- A. Create the advertiser and agencies as Account records
- B. Use the party model to define the relationship and agency role

- C. Create each agency as a child account of the advertiser account
- D. Store the agency role in a custom field on the advertiser contact
- E. Create each agency as a contact record under the advertiser account

ANSWER: A B

Explanation:

Create the advertiser and agencies as Account records and **use the party model to define the relationship and agency role** are correct. The organizations are distinct business parties and should be represented as accounts. The party relationship captures relationship-specific information, such as Agency of Record, without making the agency permanently subordinate to one advertiser.

Agency contacts remain Contact records associated with the relevant agency account. A child-account hierarchy or a custom lookup cannot represent multiple relationship roles as flexibly as the party model.

QUESTION NO: 4

A b2b advertising publishing company has recently upgraded advertising sales management winter 22 to advertising sales management spring 22. Certain core components have been moved to the media service on the core platform to ensure easier upgrades. Which set of components are delivered as part of the managed package?

- A. flexipage, custom labels, data model, media service
- B. flexipage, custom labels, velocity integration settings, custom layouts
- C. omniscrypt definition, cpq api's, flexipages, custom labels
- D. omniscrypt definitions, CPQ API's, apex classes, lightning web components

ANSWER: D

Explanation:

The components delivered in the managed package are **omniscrypt definitions, CPQ API's, apex classes, lightning web components**. In the Spring '22 architecture, Advertising Sales Management moved key functionality into Media Service on the core Salesforce platform to make future upgrades more manageable. The managed package therefore supplies the application artifacts that implement the guided selling and sales-management experience: OmniScript definitions provide the declarative, guided interaction flows; CPQ APIs expose the capabilities needed by the advertising-sales and product-configuration processes; Apex classes contain server-side business logic; and Lightning Web Components provide the user-interface elements used in Lightning Experience.

This division lets Salesforce ship and maintain the core application behavior as a versioned managed package while using the platform's standard deployment, security, and upgrade mechanisms. It also reflects the Salesforce Industries application model, where OmniStudio assets such as OmniScripts work with APIs, Apex services, and Lightning components to deliver an industry-specific workflow. Salesforce documentation describes OmniScripts as guided processes and confirms that Lightning Web Components are the modern component model for building Salesforce user interfaces. See [Lightning Web Components Developer Guide](#) and [Salesforce OmniScript documentation](#).

QUESTION NO: 5

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?

- A. Invoke an approval process created on the opportunity linked to the quote and keep a queue as approver.
- B. Invoke an approval process on the quote and keep a queue as approver.

C. Invoke an approval process created on an individual Quote Line Item and keep a queue as approver. Invoke an approval process created on a custom object with a lookup to the quote and keep a queue as approver.

ANSWER: B

Explanation:

“Invoke approval process on quote and keep queue as approver” is correct because the Quote is the record whose status change initiates the business approval requirement. An approval process configured for the Quote object can define the appropriate entry criteria and approval steps, including assignment to a queue. Queue members can then act on the approval work item, which supports a shared approval responsibility rather than routing the request to one named user.

To make submission automatic when the status becomes Client Approved, an automation mechanism such as a record-triggered Flow can detect that status transition and use the Submit for Approval action for the Quote’s approval process. The approval process remains responsible for routing the submitted record to the configured queue and applying the defined approval actions. This design keeps the triggering condition, the record under review, and the approver assignment aligned with the quote approval lifecycle. Salesforce describes approval processes and their submission behavior in the [Approval Processes overview](#), and documents queue-based work distribution in the [Salesforce Queues guide](#).

QUESTION NO: 6

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. The Sales Representatives can sell digital, TV, radio, print, and event ads to their customers in a single media plan.

Which two media types are available for planning out-of-the-box with Media Cloud?

Choose 2 answers

- A. Event
- B. Linear
- C. Digital
- D. Print

ANSWER: B C

Explanation:

Linear and **Digital** are the media types supported by Media Cloud’s out-of-the-box media-planning capabilities. Media Cloud Advertising Sales Management is designed to help sellers build unified media plans and proposals while accommodating the distinct planning models used for these channels. Linear planning supports traditionally scheduled inventory, including television and radio-style placements, where inventory is commonly organized by programs, dayparts, dates, and spots. Digital planning supports digital advertising inventory and the associated targeting, delivery, and packaging needs used in digital campaigns.

Using these two media types, sales representatives can assemble a media plan that combines linear and digital offerings for an advertiser, then progress the plan through the advertising-sales lifecycle. Salesforce describes Media Cloud as providing industry data models and applications for media organizations, including advertising sales workflows and media planning. The Advertising Sales Management material specifically covers creating and managing media plans, products, and advertising inventory. See Salesforce’s [Media Cloud overview](#) and the [Media Cloud Advertising Sales Management Trailhead module](#) for product context and planning workflow guidance.

QUESTION NO: 7

A customer 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 version of the proposed media plan and its line items?

- 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:

The design should include **quotes, and 'Sync to opportunity' custom button**. A quote provides a separate, versionable representation of a proposed media plan and its line items, allowing sellers to retain multiple iterations as negotiations evolve. Rather than relying solely on the opportunity's current products, sellers can create and preserve quotes that capture products and quantities proposed at particular stages of the sales cycle. This historical record is important when the publisher wants to analyze customer reception, because it retains the products that were offered but ultimately not selected in the final sale.

The synchronization action supports an efficient seller workflow by allowing the chosen quote version to update the opportunity when appropriate, while the quote records continue to provide access to proposal versions. Consequently, reporting and analysis can distinguish between the final products sold and products that appeared in earlier plan proposals. Salesforce's quote functionality is designed to manage proposal details associated with opportunities, including quote line items and quote synchronization. See Salesforce Trailhead's [Opportunity and Quote Management](#) module and the Salesforce [Quotes overview documentation](#) for the quote lifecycle and synchronization behavior.

QUESTION NO: 8

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

- A. agency account
- B. advertiser account
- C. publisher account
- D. brand account
- E. household account

ANSWER: A B C

Explanation:

The correct Media Cloud Account record types are **agency account, advertiser account**, and **publisher account**. Media Cloud uses these account classifications to represent the principal organizations participating in an advertising-sales and media-operations workflow. An agency account represents an agency that plans, buys, or manages advertising activity on behalf of clients. An advertiser account represents the brand or organization that is purchasing advertising inventory, sponsoring content, or running a campaign. A publisher account represents the media owner or seller that offers inventory and manages advertising opportunities across its channels and properties.

Using these record types gives teams a consistent way to distinguish each party's business role while retaining standard Salesforce Account relationship management. This supports Media Cloud processes such as managing advertiser-agency relationships, associating sales opportunities with the relevant buyer and seller, organizing campaign activity, and reporting on advertising business across organizations. The Media Cloud data model builds on Salesforce platform objects and relationships so that media-specific business entities can be represented in a structured, reusable way. See the [Salesforce Media Cloud data model documentation](#) and the [Salesforce Media Cloud product overview](#) for additional context.

QUESTION NO: 9

A customer needs to implement an automated Continuous Integration and Continuous Development (CI/CD) workflow where developers will work on their own Developer orgs to configure different OmniScripts. The developers then need to migrate the changes they have done to a sandbox that will be used for testing before promoting changes to Production.

Which tool should developers use to automate the migration of OmniStudio DataPacks and Salesforce metadata within the Media Cloud orgs?

- A. IDX Build Tool
- B. IDX Workbench
- C. Backup and Restore Automation
- D. Data Loader

ANSWER: A

Explanation:

IDX Build Tool is the appropriate tool because it is designed specifically for source-driven development and CI/CD processes involving OmniStudio assets in Salesforce Industries applications, including Media Cloud. OmniStudio configurations such as OmniScripts are represented as DataPacks, which can include related components and dependencies. IDX Build Tool enables teams to export these DataPacks from a source org, store them in version control, and deploy them consistently to target environments such as integration sandboxes and production.

The tool also works with standard Salesforce metadata, allowing a deployment pipeline to coordinate OmniStudio configuration changes alongside the metadata that supports them. This is important when multiple developers work independently in developer orgs: source control and automated validation/deployment jobs provide repeatable releases, help identify conflicts early, and reduce manual migration effort. Teams can invoke the tool through command-line automation in common CI platforms, making it suitable for the stated workflow from development through testing and production promotion.

Salesforce documents IDX Build Tool as a CLI for migrating and managing Salesforce Industries DataPacks and metadata: [Salesforce Industries IDX Build Tool Developer Guide](#). Additional implementation guidance is available in the [Salesforce Industries Developer Documentation](#).

QUESTION NO: 10

A media cloud customer utilizes industries order managements to manage advertising publishing. Order Management orchestrates the fulfillment steps across multiple external system, such as inventory management for reserve/assign ad placement, ad servers, and a billing system for invoicing. Which two guidelines should a consultant follow when designing an orchestration plan to external systems?

- A. fully describe all commercial product entities using product attributes.
- B. create separate orchestration plan definitions for provisioning , logistics, inventory, and/or billing
- C. create a master end-to-end plan to sequence the major milestones of all orders
- D. use a single swim lane or orchestration plan for all callouts to all external systems

ANSWER: B C

Explanation:

Creating separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing is appropriate because an orchestration plan should model a coherent fulfillment domain and its related dependencies. In an advertising-publishing implementation, inventory reservation and assignment, ad-serving activation, and invoicing can have distinct milestones, external-system interactions, exception handling, and completion criteria. Separating these concerns enables each domain to be independently maintained, monitored, and reused while still allowing the overall order to coordinate their progress.

Creating a master end-to-end plan to sequence the major milestones of all orders provides that coordination layer. The master plan represents the overall commercial fulfillment journey and controls the sequence across the specialized plans, such as ensuring inventory-related milestones are reached before downstream activation and that billing occurs at the

appropriate point in the lifecycle. This structure supports clear dependency management, gives operations teams a unified view of order progress, and makes it easier to accommodate changes to an individual external integration without redesigning the entire fulfillment process. Salesforce Industries Order Management is designed to orchestrate order decomposition and fulfillment across systems through plans, tasks, and milestones. See Salesforce's [Industries CPQ and Order Management Trailhead module](#) and the [Salesforce Industries Order Management documentation](#).

QUESTION NO: 11

A CTO of a customer who uses advertising sales management (ASM), asked a consultant to help them upgrade to the latest ASM release. Which two steps must the consultant complete before starting a manual upgrade to the latest release?

- A. Ensure that the consultant has the required permission sets and licenses
- B. complete the post install tasks for salesforce industries communications, media, and energy
- C. raise a support ticket to enable the required permissions
- D. go to setup and click on validate in the latest release

ANSWER: A B

Explanation:

Before beginning a manual Advertising Sales Management upgrade, the consultant must ensure that the consultant has the required permission sets and licenses and complete the post install tasks for salesforce industries communications, media, and energy. The permission and license prerequisite ensures that the user performing the work can access the Industries setup features, managed-package components, and configuration areas needed throughout the upgrade. Salesforce access is controlled through assigned licenses, permission sets, and user permissions, so this should be confirmed before any package or release work starts.

Completing the Communications, Media, and Energy post-installation tasks is also a prerequisite because Advertising Sales Management is built on Salesforce Industries capabilities and its release processes depend on the underlying Industries environment being prepared. These tasks establish the required foundational configuration and ensure that the relevant Industries components are ready for the ASM release update. Confirming both prerequisites before launching the manual process reduces the risk of incomplete configuration, unavailable setup actions, or upgrade failures caused by missing access.

For Salesforce guidance on administering user access, licenses, and permission sets, see [Salesforce Help: User License Types](#). For Salesforce Industries implementation and setup resources, see [Salesforce Help: Get Started with Industries](#).

QUESTION NO: 12

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?

- A. opportunity
- B. quotes
- C. order
- D. media plan placements

ANSWER: D

Explanation:

media plan placements is the correct location for the new secondary budget custom field. In Media Cloud's advertising-sales data model, a media plan is composed of placement-level records, and those records hold the operational details used

to define and execute planned media activity. Budget-related values that must be captured as part of the plan's detailed placement information therefore belong on the Media Plan Placement object. Creating the field there makes it available to the OmniStudio data layer and enables the existing OmniScript to collect and save the value on the relevant placement record along with the other media-plan details. The consultant can add the custom field to the appropriate OmniScript step through an input component, map that component to the Media Plan Placement field in the data JSON, and use the script's DataRaptor or Integration Procedure configuration to persist it. This approach retains the established media-plan creation flow while extending the underlying Salesforce data model in the appropriate location. Salesforce describes OmniStudio as the set of low-code tools used to build guided digital experiences and connect them to Salesforce data; see the [OmniStudio Developer Guide](#). Additional Media Cloud learning resources are available in the [Salesforce Media Cloud Trailhead](#).