Salesforce Media Cloud

SALESFORCE MEDIA CLOUD CERTIFICATION QUESTIONS & ANSWERS

Exam Summary – Syllabus – Questions

MEDIA CLOUD

Salesforce Media Cloud Accredited Professional

60 Questions Exam – 66% Cut Score – Duration of 75 minutes

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Know Your Media Cloud Certification Well:

The Media Cloud is best suitable for candidates who want to gain knowledge in the Salesforce Salesforce Accredited Professional. Before you start your Media Cloud preparation you may struggle to get all the crucial Media Cloud materials like Media Cloud syllabus, sample questions, study guide.

But don't worry the Media Cloud PDF is here to help you prepare in a stress free manner.

The PDF is a combination of all your queries like-

- What is in the Media Cloud syllabus?
- How many questions are there in the Media Cloud exam?
- Which Practice test would help me to pass the Media Cloud exam at the first attempt?

Passing the Media Cloud exam makes you Salesforce Media Cloud Accredited Professional. Having the Media Cloud certification opens multiple opportunities for you. You can grab a new job, get a higher salary or simply get recognition within your current organization.

Salesforce Media Cloud Certification Details:

Exam Name	Salesforce Media Cloud Accredited Professional
Exam Code	Media Cloud
Exam Price	Registration fee: USD 150 Retake fee: USD 150
Duration	75 minutes
Number of Questions	60
Passing Score	66%
Recommended Training / Books	**Media Cloud Curriculum**
Schedule Exam	**Kryterion Webassessor**
Sample Questions	**Salesforce Media Cloud Sample Questions**
Recommended Practice	**Salesforce Media Cloud Accredited Professional Practice Test**

Media Cloud Syllabus:

Section	Objectives	Weight
Discovery	- Given technical and business needs of a customer, outline the technical scope for a SOW using the core capabilities of Media Cloud applications. - Given a set of use cases, identify the steps that map to Salesforce components leveraging the standard Media Cloud capabilities. - Given a third party system or list of systems, determine how the ecosystem within Media Cloud works with the third party system(s). - Given business needs of a customer, identify different business processes and outline encompassing system flows based on an existing environment. - Given a set of business needs, identify various non-functional requirements for the Media Cloud Application.	**27%**
Design	- Given business requirements, determine how to design flows using Media Cloud ASM capabilities. - Given the business requirements, determine how to create the solution design utilizing industry best practices and Media Cloud capabilities. - Given a customer's product portfolio, recommend the appropriate product model definition and pricing methodology using Media Cloud ASM. - Given a set of requirement specifications, identify the objects needed and their relationships using Media Cloud Data Model. - Given a customer's sharing and security requirements, determine the appropriate Media Cloud ASM permission sets and permission set groups. - Given a scenario for ASM, identify the integration points and target systems to interoperate in the context of Media Cloud boundaries. - Given a set of existing business processes, identify	**53%**

Section	Objectives	Weight
	the solution in Media Cloud and third party systems. - Given reporting requirements, identify the right reporting solution and data sources leveraging the set of possible solutions. - Given information about a customer's deployment environment and Continuous Integration and Continuous Development (CI/CD) approach, determine the appropriate strategy and tools for a Media Cloud deployment.	
Implement	- Given the identified Continuous Integration and Continuous Development (CI/CD) approach, determine how to support the development and deployment processes of the Media Cloud solution. - Given a set of requirements, create a strategy for data migration using the knowledge of the Media Cloud data model. - Given customer integration requirements within a media-specific context, determine the appropriate Media Cloud integration approach, such as Integration Procedures, Data Mappers, or Orchestration Plans, taking into consideration best practice approaches to authentication and error handling. - Given the sharing and security requirements, implement the sharing and security setting in the org to ensure the data is only accessible to the right person. - Based on the business non-functional requirements (NFRs), determine how to implement requirements, which meet the defined key performance indicators (KPIs) for the non-functional aspects based on best practices.	20%

Salesforce Media Cloud Sample Questions:

How does Media Cloud ASM integrate with external systems?

(Choose two)

a) Through API-based data exchange for real-time interaction
b) By automating static data reports for external use
c) Through ETL tools for batch data processing
d) By hardcoding integration workflows

Answer: a, c

What are the key steps in implementing a CI/CD strategy for Media Cloud?

(Choose two)

a) Avoid the use of external deployment tools
b) Automate testing and deployment workflows
c) Focus exclusively on manual deployments for accuracy
d) Ensure compatibility with the customer's environment

Answer: b, d

What is the primary purpose of creating a Statement of Work (SOW) for a Media Cloud implementation?

a) To automate integration procedures
b) To define pricing methodologies for the customer's products
c) To document the business and technical requirements of the customer
d) To replace standard Media Cloud capabilities with third-party tools

Answer: c

Which factors are critical when defining a Statement of Work (SOW) for Media Cloud?

(Choose two)

a) Understanding the customer's business objectives
b) Defining data migration processes exclusively
c) Identifying integration points with third-party systems
d) Replacing all legacy systems with Salesforce solutions

Answer: a, c

Question: 5

How can Media Cloud meet a customer's non-functional requirements?

(Choose two)

a) By ensuring system reliability and uptime
b) By creating real-time dashboards for all processes
c) By enabling performance monitoring and scalability
d) By limiting the scope to functional features only

Answer: a, c

Question: 6

A customer wants to automate pricing adjustments for their media products. Which feature of Media Cloud ASM should you recommend?

a) Dynamic Pricing Rules
b) Manual Pricing Updates
c) Campaign Templates
d) Static Price Books

Answer: a

Question: 7

A customer has different teams managing campaigns across geographies. Which feature of Media Cloud should be leveraged to meet their requirements?

a) Territory Management
b) Permission Set Groups
c) Campaign Influence Models
d) Media Placement Templates

Answer: a

Question: 8

Given a customer's complex product portfolio, what should be the first step in recommending a product model definition?

a) Limit the portfolio to standard objects
b) Automate data migration processes
c) Leverage default Media Cloud templates
d) Identify the unique pricing rules associated with each product

Answer: d

Question: 9

Which approach should be used to optimize integration authentication in Media Cloud?

a) Use hardcoded credentials for secure access
b) Implement OAuth 2.0 for secure and scalable authentication
c) Limit authentication processes to static configurations
d) Avoid using authentication to simplify workflows

Answer: b

Question: 10

Which objects are central to designing a Media Cloud data model?

a) Dashboards, Campaign Influences, and Roles
b) Static Templates, Reports, and Approval Processes
c) Products, Inventory, and Static Resources
d) Accounts, Campaigns, and Media Placements

Answer: d

Study Guide to Crack Salesforce Media Cloud Exam:

- Getting details of the Media Cloud syllabus, is the first step of a study plan. This pdf is going to be of ultimate help. Completion of the syllabus is must to pass the Media Cloud exam.
- Making a schedule is vital. A structured method of preparation leads to success. A candidate must plan his schedule and follow it rigorously to attain success.
- Joining the Salesforce provided training for Media Cloud exam could be of much help. If there is specific training for the exam, you can discover it from the link above.
- Read from the Media Cloud sample questions to gain your idea about the actual exam questions. In this PDF useful sample questions are provided to make your exam preparation easy.
- Practicing on Media Cloud practice tests is must. Continuous practice will make you an expert in all syllabus areas.

Reliable Online Practice Test for Media Cloud Certification

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