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Question: 1

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

Response:

- A. Identify the unique pricing rules associated with each product
- B. Automate data migration processes
- C. Leverage default Media Cloud templates
- D. Limit the portfolio to standard objects

Answer: A

Question: 2

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

Response:

- A. Dynamic Pricing Rules
- B. Manual Pricing Updates
- C. Campaign Templates
- D. Static Price Books

Answer: A

Question: 3

How does Media Cloud ASM integrate with external systems?
(Choose two)

Response:

- 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

Question: 4

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

(Choose two)

Response:

- A. Automate testing and deployment workflows
- B. Avoid the use of external deployment tools
- C. Ensure compatibility with the customer's environment
- D. Focus exclusively on manual deployments for accuracy

Answer: A,C

Question: 5

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

Response:

- A. Permission Set Groups
- B. Territory Management
- C. Campaign Influence Models
- D. Media Placement Templates

Answer: B

Question: 6

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

(Choose two)

Response:

- 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: 7

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

Response:

- 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: 8

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

(Choose two)

Response:

- 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: 9

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

Response:

- A. Accounts, Campaigns, and Media Placements
- B. Static Templates, Reports, and Approval Processes
- C. Products, Inventory, and Static Resources
- D. Dashboards, Campaign Influences, and Roles

Answer: A

Question: 10

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

Response:

- A. To document the business and technical requirements of the customer

- B. To define pricing methodologies for the customer's products
- C. To automate integration procedures
- D. To replace standard Media Cloud capabilities with third-party tools

Answer: A



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