

Taking the Salesforce Media Cloud Accredited Professional Exam

The **Salesforce Media Cloud Accredited Professional Exam** is an important step for anyone seeking to validate their knowledge and skills in *Salesforce Media Cloud*. This exam can open doors to new opportunities in your career.

Understanding the Salesforce Media Cloud

Before diving into the exam preparation, it is crucial to understand what **Salesforce Media Cloud** is all about. It is a powerful platform designed for media and entertainment companies, allowing them to optimize their processes and enhance *customer engagement*.

The Importance of Certification

Getting certified in **Salesforce Media Cloud** not only boosts your resume but also increases your earning potential. Employers often prefer candidates who have formal recognition of their skills. Hence, passing the Accredited Professional Exam is a significant milestone in your professional journey.

Tips for Effective Media Cloud Training

Training for the exam can take many forms. Here are some effective ways to prepare:

- Enroll in online courses specific to **Salesforce Media Cloud**.
- Attend workshops and seminars to deepen your knowledge.
- Join study groups or forums to engage with other candidates.

Creating Your Salesforce Exam Study Guide

Having a personalized study guide can make a big difference in your preparation. Here's how to create one:

- List all the topics covered in the exam, such as *platform functionalities* and *customer case studies*.
- Set a study schedule that includes regular review sessions.
- Include practice questions to test your knowledge as you study.

Practice Makes Perfect

Utilize practice exams from trusted sources like [CertKillers](#) to familiarize yourself with the format and types of questions you'll encounter. The more you practice, the more confident you'll feel on exam day.

Understanding the Exam Format

The **Salesforce Media Cloud Accredited Professional Exam** typically consists of multiple-choice questions. Familiarize yourself with the exam structure to reduce anxiety on the test day.

Managing Your Time During the Exam

Time management is key during the exam. Make sure to allocate your time wisely, ensuring you have enough left to review your answers before submitting.

Day of the Exam: What to Expect

On the day of the exam, arrive early to avoid any last-minute issues. Bring necessary identification and keep a positive mindset. Remember, you've prepared well!

After the Exam

Once you've taken your exam, take a moment to relax. Whether you pass or need to retake it, there are always opportunities to *learn* and *grow*. For valuable resources, consider visiting [CertKillers](#).

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SALESFORCE-MEDIA-CLOUD Exam

Salesforce Media Cloud Accredited Professional (AP) Exam

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Version: 4.0

Question: 1

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

- 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: A, B

Explanation:

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.

Reference:

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

Question: 2

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business and has decided to use Google Ad Manager (GAM).

Which two actions should a Consultant perform before testing the GAM integration?

Choose 2 answers

- A. Create a new Named Credential to store the GAM endpoint.
- B. Add the GAM endpoint in the OmniStudio Integration Procedure.
- C. Create a new Auth. Provider that specifies the Consumer Key and Consumer Secret from GAM.
- D. Add the GAM URL as a new CSP Trusted Site.

Answer: A, B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Before testing GAM integration, it is necessary to configure secure and proper connectivity. Creating a Named Credential in Salesforce secures the endpoint URL along with authentication details, which simplifies callouts. Adding the GAM endpoint to the OmniStudio Integration Procedure ensures that the system can route requests correctly. The Auth Provider creation is a valid step but not always required if Named Credentials handle authentication. Adding the GAM URL to the Content Security Policy (CSP) Trusted Sites ensures browser security for client-side interactions but is a secondary step.

Reference:

Media Cloud ASM Integration with GAM

Salesforce OmniStudio Integration Procedures Guide

https://help.salesforce.com/s/articleView?id=sf.media_cloud_gam_integration.htm&type=5

Question: 3

A publishing company has been using Media Cloud for the last six months and now wants to send order data over to the Google Ad Management platform. The company has the client and secret from Google. Which element should a Consultant create within Salesforce to be able to enter these details?

- A. Named Credentials
- B. Auth. Provider
- C. Connected App
- D. Custom Metadata

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Named Credentials in Salesforce are used to securely store external service endpoints and authentication details such as client ID and client secret. When integrating with Google Ad Manager, the client and secret are used for OAuth authentication. Named Credentials simplify authentication handling

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for callouts by managing tokens automatically and securely. Connected Apps are typically for OAuth client registration but not storing credentials in this use case.

Reference:

Salesforce Named Credentials Documentation

Media Cloud Google Ad Manager Integration

https://developer.salesforce.com/docs/atlas.en-us.externalobjects.meta/externalobjects/external_objects_named_credentials.htm

Question: 4

During proposal line item creation, a Consultant needs to be able to select a value for a picklist type attribute.

Which non-overridable behavior must the Consultant select during the assignment to the parent object type?

- A. Is Not Assetizable
- B. Is Encrypted
- C. Is Not Translatable
- D. Run-time Configurable

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Run-time Configurable behavior allows the picklist values to be determined dynamically during runtime rather than being statically assigned. This is critical in proposal line items to select picklist values that may change or depend on other variables dynamically. The other options either disable functionality (Is Not Assetizable), restrict translations, or encrypt values but do not allow dynamic selection.

Reference:

Salesforce Media Cloud Data Model Guide

Proposal Line Item Configuration Best Practices

https://help.salesforce.com/s/articleView?id=sf.media_cloud_proposal_line_item.htm&type=5

Question: 5

A CTO of a B2B advertising publishing company asked an Administrator who worked on making the Media Cloud application live, for their help in monitoring the real-time information on system performance and security.

Where can the Administrator find this information?

- A. trust.salesforce.com
- B. system.salesforce.com
- C. media.salesforce.com
- D. monitor.salesforce.com

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

trust.salesforce.com is the official Salesforce Trust site that provides real-time information on system status, performance, security incidents, and maintenance notifications. Administrators use this site to monitor org health and planned outages. Other options either do not exist or are not official Salesforce system status portals.

Reference:

Salesforce Trust Site

<https://trust.salesforce.com/en/>

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