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Exam : **AP-217**

Title : Media Cloud Accredited
Professional

Vendor : Salesforce

Version : DEMO

NO.1 An Ad Ops team needs to ensure an order created by the Sales Executive is submitted to the downstream ad servers for fulfillment. Order items used within these orders are linked to commercial products and this entire order goes through the Industries Order Management process for fulfillment.

How should the Ad Ops team use the out-of-the-box product with product code: VPL-MEDIA-CLASS in this entire process?

- A. As Root product in a product bundle with child commercial products
- B. As Parent class of any commercial product
- C. As corresponding technical product of a commercial product in a decomposition relationship
- D. As Object type of a commercial product

Answer: C

Comprehensive and Detailed Explanation From Exact Extract:

The product with code VPL-MEDIA-CLASS represents a technical product that corresponds to commercial products in a decomposition relationship. This enables the Order Management process to handle fulfillment through its association with commercial products.

Reference:

Media Cloud Product Hierarchies

Salesforce Industries Order Management

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

NO.2 A customer, who is already using the Media Cloud Advertising Sales Management (ASM) application, needs the ability to create and edit templates, while also being able to generate documents.

Which two managed permission sets are required for this?

Choose 2 answers

- A. DocGenInd CME Runtime User
- B. MediaCloudPlus Runtime
- C. DocGenInd CME Designer User
- D. DocGenInd CME Digital Experience User

Answer: B,C

Comprehensive and Detailed Explanation From Exact Extract:

To create and edit document templates in ASM, users need design permissions as provided by the DocGenInd CME Designer User permission set. For generating documents, runtime permissions like MediaCloudPlus Runtime are required. The CME Digital Experience User is typically for external users in Experience Cloud, while the Runtime User allows template execution but not creation.

Reference:

Salesforce Media Cloud Document Generation

DocGenInd Permission Sets Overview

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

NO.3 A publishing company has been using media cloud decides that they want to use marketing cloud intelligence for analytics. However, there is an OAuth 2.0 authentication issue when attempting to set up data stream setup in marketing cloud intelligence. Where should a consultant go within Salesforce to ensure that the settings in marketing cloud intelligence are set up correctly?

- A. custom metadata

- B. named credential
- C. connected app
- D. aut.Provider

Answer: B

When facing OAuth 2.0 authentication issues during the setup of a data stream in Marketing Cloud Intelligence, checking the Named Credential settings within Salesforce is a critical step. Named Credentials provide a secure way to manage authentication details for external services, ensuring that Salesforce can securely connect to Marketing Cloud Intelligence. By verifying and, if necessary, adjusting the Named Credential settings, the consultant can resolve authentication issues, enabling successful data stream setup and integration between Salesforce and Marketing Cloud Intelligence. Reference: <https://help.salesforce.com/>

NO.4 A customer has a requirement to allow the Operations team to edit Quote records in order to perform 'Create and Submit Order' action only when the corresponding opportunity has reached a specific status called 'Closed Won'. Sales users will remain as the record owners of Quotes and Orders for reporting purposes. The organization wide default setting for Quote and Order object is private. How should a Consultant solve this requirement with minimal customization?

- A. Configure role hierarchy, such that the Operations team is higher than the Sales users in the same hierarchy group.
- B. Sales users will use manual sharing in order to share order records once Opportunity status is 'Closed Won'.
- C. Configure a criteria-based sharing rule to share order records once Opportunity status is 'Closed Won'.
- D. Share order records programmatically using Apex whenever Opportunity status is 'Closed Won'.

Answer: C

Comprehensive and Detailed Explanation From Exact Extract:

Since the OWD for Quote and Order is private, sharing must be explicitly granted for the Operations team to edit records when Opportunity status is 'Closed Won'. Criteria-based sharing rules are the preferred low-maintenance Salesforce declarative approach for this scenario, sharing records based on field values without custom code. Manual sharing is less scalable, role hierarchy changes may affect ownership and reporting, and Apex sharing is a heavier customization.

Reference:

Salesforce Sharing Rules Documentation

Media Cloud ASM Security and Sharing Best Practices

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

NO.5 A publisher wants to create a media plan that includes linear ads for a specific TV program. Which object should a Consultant use to define this TV program in Media Cloud?

- A. Ad Space Specification
- B. Media Plan Placement
- C. Media Channel
- D. Ad Creative

Answer: A

Comprehensive and Detailed Explanation From Exact Extract:

Ad Space Specification objects define inventory specifications such as TV programs for linear ads.

Media Plan Placement represents the booking of ads into those specs. Media Channel is broader, and Ad Creative is related to creative assets, not media inventory.

Reference:

Media Cloud Ad Space Specification

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

NO.6 Which two objects in the Media Cloud data model hold specific Ad Sales information within the Advertising Sales Management (ASM) application?

Choose 2 answers

- A.** Quote
- B.** Media Plan Placement
- C.** Ad Creative Size Type
- D.** Contract Line Item

Answer: B,D

Comprehensive and Detailed Explanation From Exact Extract:

Media Plan Placement holds detailed ad sales planning data, and Contract Line Item captures sales contract specifics in ASM. Quote is a standard sales object, but Media Cloud extends sales data primarily into placement and contract line item objects. Ad Creative Size Type relates to creative attributes but is less focused on sales information.

Reference:

Media Cloud ASM Data Model

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