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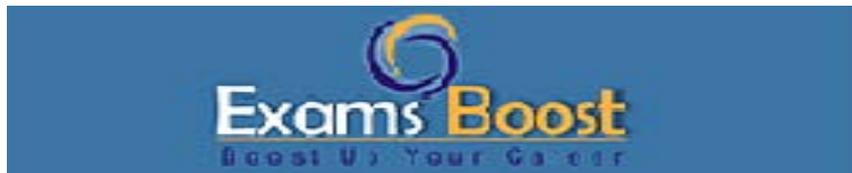
Product Version

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Latest Version: 6.0

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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