

The Most In-Demand Salesforce B2C-Solution-Architect Pass Guaranteed Quiz [Q37-Q55]



The Most In-Demand Salesforce B2C-Solution-Architect Pass Guaranteed Quiz New Version B2C-Solution-Architect Certificate & Helpful Exam Dumps is Online

Salesforce B2C-Solution-Architect certification exam is designed to test the candidate's knowledge of the Salesforce B2C Commerce platform. It includes a range of topics, such as architecture and data modeling, site design and development, integration, and performance optimization. B2C-Solution-Architect exam is designed to test the candidate's ability to design and implement solutions for customers, taking into account their business requirements, technical constraints, and budgetary constraints.

QUESTION 37

A company wants to integrate B2C Commerce and Marketing Cloud so that customers shopping online can be segmented for marketing campaigns like Abandoned Cart and Post Purchase Journeys.

Which two actions are needed to enable an Abandoned Cart Journey?

Choose 2 answers

- * Integrate product, order, and customer data feeds into Marketing Cloud Data Extensions
- * Integrate product, order, and customer data feeds into Service Cloud objects
- * Use Mulesoft to bring order and customer data feeds from B2C Commerce to Marketing Cloud
- * Implement the Marketing Cloud collect.js through the storefront by using the Connector's reference implementation

QUESTION 38

A company wants to send a coupon code to VIP customers who have abandoned their cart. The company also wants to track email open and forward count, as well as disable the coupon code after a single use.

Which set of platforms and native services should a Solution Architect recommend to satisfy these requirements?

- * Service Cloud for customer segmentation; third-party service for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Service Cloud to track email opens and forwards.
- * Marketing Cloud for customer segmentation; B2C Commerce for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Marketing Cloud to track email opens and forwards.
- * B2C Commerce for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Service Cloud to track email opens and forwards.
- * Marketing Cloud for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce to send abandoned cart emails; Tableau CRM to track email opens and forwards.

QUESTION 39

A company wants to send a coupon code to VIP customers who have abandoned their cart. The company also wants to track email open and forward count, as well as disable the coupon code after a single use.

Which set of platforms and native services should a Solution Architect recommend to satisfy these requirements?

- * Service Cloud for customer segmentation; third-party service for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Service Cloud to track email opens and forwards.
- * Marketing Cloud for customer segmentation; B2C Commerce for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Marketing Cloud to track email opens and forwards.
- * B2C Commerce for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Service Cloud to track email opens and forwards.
- * Marketing Cloud for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce to send abandoned cart emails; Tableau CRM to track email opens and forwards.

B is correct because Marketing Cloud can be used for customer segmentation based on VIP status and cart abandonment behavior. B2C Commerce can be used for creation of coupon codes using promotion rules and coupon code restrictions. B2C Commerce and Marketing Cloud functionalities can be used to send abandoned cart emails using the Marketing Cloud Connector cartridge and the Abandoned Cart Journey template. Marketing Cloud can track email open and forward count using tracking metrics.

A is incorrect because Service Cloud is not used for customer segmentation or creation of coupon codes. Service Cloud is used for customer service and case management.

C is incorrect because B2C Commerce is not used for customer segmentation or creation of coupon codes. B2C Commerce is used for online shopping and order management.

D is incorrect because Tableau CRM is not used to track email open and forward count. Tableau CRM is used for data analysis and visualization.

Reference:

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

2:

https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/coupons/b2c_creating_coupon_codes.html

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

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

QUESTION 40

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and wants to deliver integrated customer experiences across all three products. The company has one B2C Commerce realm serving two storefronts, a Salesforce org, and a Marketing Cloud instance with a single business unit that leverages email address as a subscriber key. None of these Salesforce Clouds are integrated. The company is also interested in integrating with Customer 360 Data Manager.

Which two Marketing Cloud implementation recommendations should a Solution Architect present to the company to adjust their architecture to adhere to Salesforce multi-cloud integration best practices?

Choose 2 answers

- * Marketing Cloud should serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier.
- * Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit.
- * Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices.
- * B2C Commerce should integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront.

Option B is correct because Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit. This is a recommended practice to enable multi-brand marketing campaigns and segmentation based on different storefronts and customer profiles.

Option C is correct because Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices. This is a recommended practice to enable data integration and identity resolution across multiple Salesforce clouds using Customer 360 Data Manager. Email address is not a suitable subscriber key for multi-cloud scenarios, as it may change over time or be shared by multiple customers.

Option A is incorrect because Marketing Cloud should not serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier. This is not a recommended practice, as it would create data quality issues, security risks, and integration challenges across multiple Salesforce clouds. Customer email addresses are also not suitable as a multi-cloud customer identifier, as they may change over time or be shared by multiple customers.

Option D is incorrect because B2C Commerce should not integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront. This is not a recommended practice, as it would create data duplication, synchronization issues, and performance impacts across multiple Salesforce clouds. B2C Commerce should integrate with Service Cloud or Customer 360 Data Manager to create or update customer records based on their actions on the storefront.

Reference:

[Get Started with B2C Solution Architect Cert Prep – Trailhead]

[Certification – B2C Solution Architect – Trailhead]

[B2C Solution Architect Certification Guide | Salesforce Ben]

QUESTION 41

A company wants to add Salesforce Order Management to their existing B2C Commerce, Service Cloud, and Sales Cloud integration. Their current sales process lets sales reps build quotes, create orders, and process reduction orders for refunds as part of their sales channel workflow. Their B2C Commerce order objects also include multiple custom attributes that the merchant’s current Order Management System uses to allocate orders to the correct distribution center for fulfillment.

When enabling Salesforce Order Management, what potential concerns will the merchant need to work through?

- * Salesforce Order Management does not allow for fulfillment rules across multiple distribution centers without the use of an AppExchange package or custom Apex triggers.
- * Reduction Orders and Order Management change orders conflict if both are enabled in the same Org and require the use of Record Types and Apex Triggers or Validation Rules to avoid conflicts.
- * Custom attributes on B2C Commerce Orders are not natively supported for Salesforce Order Management integrations and require custom Apex development to handle mapping.
- * Salesforce Order Management integrates natively with B2B Commerce when both products reside within the same Org but requires the use of a customizable B2C Commerce cartridge to import data from a B2C Commerce instance.

A is correct because Salesforce Order Management does not have native support for multiple distribution centers and requires either an AppExchange package or custom Apex triggers to implement fulfillment rules based on custom attributes.

QUESTION 42

A company has B2C Commerce and Marketing Cloud. The Marketing team wants to match up the purchasing data from B2C Commerce to the Marketing Cloud subscriber data.

Which two objects from B2C Commerce should a Solution Architect map to Marketing Cloud in order to meet the company’s needs?

Choose 2 answers

- * Contact
- * Orders
- * Customer
- * Profile

Option B is correct because orders should be mapped from B2C Commerce to Marketing Cloud in order to meet the company’s needs. Orders contain purchasing data such as order number, order date, order total, order status, and order items, which can be used for marketing purposes such as segmentation, personalization, and reporting.

Option C is correct because customer should be mapped from B2C Commerce to Marketing Cloud in order to meet the company’s needs. Customer contains subscriber data such as customer ID, email address, first name, last name, and phone number, which can be used for marketing purposes such as identification, communication, and targeting.

Option A is incorrect because contact is not an object from B2C Commerce, but rather an object from Service Cloud or Sales Cloud. Contact contains customer data such as name, email address, phone number, and account ID, which can be used for marketing

purposes if integrated with Marketing Cloud via Marketing Cloud Connect.

Option D is incorrect because profile is not an object from B2C Commerce, but rather an object from Experience Cloud or Sales Cloud. Profile contains user data such as username, password, role, and permissions, which can be used for authentication and authorization purposes if integrated with Marketing Cloud via Salesforce Identity or Marketing Cloud Connect.

Reference:

[Get Started with B2C Solution Architect Cert Prep – Trailhead]

[Certification – B2C Solution Architect – Trailhead]

B2C Solution Architect Certification Guide | Salesforce Ben

QUESTION 43

Universal Containers has an existing loyalty program that rewards its customers for purchases and frequent shopping with points that can be redeemed in store or online. They want to transform their existing loyalty program by investing in tools like Marketing Cloud, Salesforce Loyally Management and COP- They want to start segmenting their most loyal customers based or their online engagement and purchase history.

Which three actions should a Solution Architect recommend they consider taking with the tools they are investing In?

Choose 3 answers

- * Curate tiered experiences in Marketing Cloud
- * Segment Individuals within CDP C.Q Segment Journeys within CDP
- * Curate tiered experiences in Loyalty Management
- * Create Journeys by tiers in Marketing Cloud

Curating tiered experiences in Marketing Cloud allows the company to create personalized content and offers based on the loyalty level of the customers. Segmenting Journeys within CDP enables the company to use data from multiple sources to create customer segments and target them with relevant messages across channels. Creating Journeys by tiers in Marketing Cloud allows the company to design and execute customer journeys based on the loyalty program tiers and goals.

QUESTION 44

A company uses Salesforce to store accounts and contacts. All users have switched to the Lightning Experience user interface. The Account Hierarchy feature is used extensively to relate companies to their subsidiaries. A Solution Architect finds that the data migration process is creating duplicate contacts with different primary accounts.

Which two options can the Solution Architect use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company?

Choose 2 answers

- * Customer 360 Data Manager
- * Third-party application or AppExchange tool
- * Duplicate Matching Rules
- * Lightning Data Services

QUESTION 45

At Universal Containers, each admin and developer use a separate developer pro sandbox. Configuration and code are then migrated to a partial data sandbox for combination and initial testing. Once approved the configuration and code are then migrated to a full copy sandbox for final load and regression testing before going to production.

when should the full copy sandbox be refreshed?

- * After each push from the partial data sandbox.
- * After user acceptance testing is complete.
- * After each major release to production.
- * After a new user is added to production.

This answer is correct because it is a recommended time to refresh the full copy sandbox. Refreshing the full copy sandbox after each major release to production can help ensure that the sandbox has the most updated data and metadata from production, which can facilitate testing and development activities. Refreshing the full copy sandbox too frequently can be costly and time-consuming, as it consumes a lot of storage space and requires data masking or anonymization. Reference:

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

QUESTION 46

A company uses Marketing Cloud, Experience Cloud, B2C Commerce, and Service Cloud. It is in the process of defining the authoritative system for key data entities involved in B2C Journeys. The company has about 200,000 customers, each averaging 30 orders per year Which option should be considered the authoritative record for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email?

- * Marketing Cloud subscriber
- * B2C Commerce customer
- * Experience Cloud user
- * Service Cloud contact

Service Cloud contact should be considered the authoritative record for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email. Service Cloud contact is the core entity that represents a person across multiple Salesforce clouds and can store and manage the customer's consent and compliance preferences using features like Individual object, Data Protection and Privacy, and Consent Management. The other systems can use Service Cloud contact as the master record and sync or update the customer data accordingly.

QUESTION 47

A customer service team raised a new business requirement that requires a multi-cloud solution design between B2C Commerce, Service Cloud, and Marketing Cloud. A Solution Architect has been hired to lead the design of the multi-cloud solution.

Which two actions should the Solution Architect take to accurately capture requirements and deliver the solution overview?

Choose 2 answers

- * Include functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function to ensure all requirements are captured.
- * Conduct discovery workshops and upon completion present the solution back to the design authority or executive stakeholders to validate the solution.
- * Conduct discovery workshops to create a user acceptance testing document and invite business owners, each cloud technical architect, and implementation development team.
- * Include the customer service team so that they can provide detailed user stories prior to the discovery workshops.

A is correct because including functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function, is a best practice for capturing requirements and ensuring alignment across different stakeholders.

B is correct because conducting discovery workshops and presenting the solution back to the design authority or executive

stakeholders is a best practice for validating the solution and obtaining feedback and approval1.

C is incorrect because conducting discovery workshops to create a user acceptance testing document is not the purpose of discovery workshops. User acceptance testing documents are created after the solution design is finalized and approved2.

D is incorrect because including the customer service team to provide detailed user stories prior to the discovery workshops is not necessary. User stories are created during the discovery workshops based on the business requirements and pain points identified by the stakeholders1.

Reference:

1: <https://trailhead.salesforce.com/content/learn/modules/om-salesforce-order-management/om-discovery-workshops>

2: <https://trailhead.salesforce.com/content/learn/modules/om-salesforce-order-management/om-user-acceptance-testing>

QUESTION 48

A service organization has a long lifecycle for customers that start as a lead and move through opportunity to active and former customer states. The organization wants to use Sales Cloud and Marketing Cloud as their core customer engagement platforms.

Which two considerations should a Solution Architect keep in mind when setting up this multi-cloud use case?

Choose 2 answers

* Set up the contact object with a specific record type ‘Lead’ that mimics the standard lead object to prevent the duplicate contact from being created in Marketing Cloud.

* Allow both the lead record to generate a contact in Marketing Cloud and the contact record to generate a contact in Marketing Cloud.

* Enable the ‘Prevent Duplicates for Lead Conversion’ setting when configuring Marketing Cloud Connect to prevent converted contacts from generating a duplicate contact.

* Ensure that when a lead is converted to a contact that the Lead ID is mapped to a custom field on the Contact to be used as the referenced with the Subscriber ID in Marketing Cloud and avoid duplicate records.

Option A is correct because setting up the contact object with a specific record type ‘Lead’ that mimics the standard lead object to prevent the duplicate contact from being created in Marketing Cloud is a valid consideration for setting up this multi-cloud use case. This way, the service organization can avoid creating duplicate records in Marketing Cloud when leads are converted to contacts in Sales Cloud, as Marketing Cloud will recognize them as the same subscriber based on their record type and subscriber key.

Option D is correct because ensuring that when a lead is converted to a contact that the Lead ID is mapped to a custom field on the Contact to be used as the referenced with the Subscriber ID in Marketing Cloud and avoid duplicate records is a valid consideration for setting up this multi-cloud use case. This way, the service organization can avoid creating duplicate records in Marketing Cloud when leads are converted to contacts in Sales Cloud, as Marketing Cloud will recognize them as the same subscriber based on their Lead ID and Subscriber ID.

Option B is incorrect because allowing both the lead record to generate a contact in Marketing Cloud and the contact record to generate a contact in Marketing Cloud is not a valid consideration for setting up this multi-cloud use case, as it would create duplicate records in Marketing Cloud when leads are converted to contacts in Sales Cloud, unless they have matching subscriber keys.

Option C is incorrect because enabling the ‘Prevent Duplicates for Lead Conversion’ setting when configuring Marketing Cloud Connect to prevent converted contacts from generating a duplicate contact is not a valid consideration for setting

up this multi-cloud use case, as this setting does not prevent duplicates from being created in Marketing Cloud, but rather prevents duplicates from being created in Sales Cloud when leads are converted.

Reference:

[Get Started with B2C Solution Architect Cert Prep – Trailhead]

[Certification – B2C Solution Architect – Trailhead]

B2C Solution Architect Certification Guide | Salesforce Ben

QUESTION 49

Northern Trail Outfitters (NTO) is beginning an implementation of B2C Commerce, Service Cloud, and Marketing Cloud from legacy applications. NTO's Data Management team is working on a data migration strategy and has to consider the complexity of the systems involved.

What should Marketing Cloud be the single source of truth of in this multi-cloud scenario’5

- * Individuals attributes such as name, address, birthday, and email
- * Customer journey flow
- * Order history
- * Customer product affinity

Marketing Cloud should be the single source of truth for customer journey flow, which is the sequence of interactions that a customer has with a brand across different channels and touchpoints. Marketing Cloud can help design, execute, and optimize customer journeys using Journey Builder, which can leverage data from other systems, such as B2C Commerce or Service Cloud, to trigger or personalize journeys. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_builder.htm&type=5

QUESTION 50

A company is seeing an increased volume of customers browsing for higher-value items, as well as longer consideration times before customers place orders based on what is in their shopping carts.

What are two tactics that a Solution Architect could recommend to increase checkouts and decrease the time from adding items to completing a checkout?

Choose 2 answers

- * Enable customer service agents to enroll customers in an Abandoned Cart Journey in Marketing Cloud if an interaction does not result in the processing of an order.
- * Enable customer service agents to update and complete a cart transaction on behalf of the customer.
- * When the cart value reaches a certain value, push a chat request to assist the customer with the checkout process.
- * Monitor the cart items and time since it has been active in B2C Commerce and send a reminder and checkout incentive 18 hours after the cart was last modified.

QUESTION 51

Northern Trail Outfitters (NTO) hosts a customer care portal using Service Cloud. The portal uses Marketing Cloud for customer interaction for a number of use cases, including customer sign-up and updates on toggled cases. NTO has decided that the connectors provided by Salesforce are not flexible enough for their needs, so they would like to explore a programmatic approach for doing so.

Which two considerations should a Solution Architect point out to NTO as it moves forward to integrate the Service Cloud portal

with Marketing Cloud for customer interaction? Choose 2 answers

- * NTO can use Marketing Cloud REST API for integrating with Service Cloud.
- * The Marketing REST API calls are asynchronous, with timeout values of 120 for non-tracking operations and 300 seconds for tracking and data retrieve operations.
- * The Marketing REST API uses XML request and response bodies and resource endpoints to support multi-channel use.
- * NTO can use Marketing Cloud SOAP API for integrating with Service Cloud.

QUESTION 52

A company has Person Account set up on their Sales Cloud and they now want to map subscriber data in Marketing Cloud. What should a Solution Architect recommend?

- * Sync Subscriber object.
- * A Sync Person Account object.
- * Sync Individual object.
- * Sync Contact object.

Syncing Person Account object can help map subscriber data in Marketing Cloud when the company has Person Account set up on their Sales Cloud. This can enable bi-directional data integration between Sales Cloud and Marketing Cloud for Person Accounts, which are records that combine both Account and Contact information for individuals. Reference:

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

QUESTION 53

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and is seeking an order management solution. They process 2,000 orders per hour across their brands. The company has one B2C Commerce realm, two Salesforce core orgs, and two Marketing Cloud business units. The company is choosing between these three options for an order management tool:

- * Build an order management solution in B2C Commerce using order management APIs
- * Purchase Salesforce Order Management
- * Build a custom order management solution using their own development team Which three statements should a Solution Architect use to support using the Salesforce Order Management solution?

Choose 3 answers

- * Salesforce Order Management synchronizes orders to and from B2C Commerce, which essentially replaces the Service Cloud Connector.
- * B2C Commerce order management does not support complex or advanced use cases.
- * The existing Service Cloud implementation team could extend the Salesforce Order Management product to the existing org.
- * Salesforce Order Management is a productized connector solution between B2C Commerce and Service Cloud; orders will be synchronized from the client B2C Commerce realm to multiple Salesforce Orgs without the need for customization.
- * Salesforce Order Management shares the same database with Service Cloud while other solutions need to build additional integration.

B is correct because B2C Commerce order management does not support complex or advanced use cases such as split shipments, backorders, partial cancellations, or returns³. Salesforce Order Management provides these capabilities out of the box or with minimal customization.

C is correct because Salesforce Order Management can be installed as a managed package in an existing Service Cloud org, which means that the existing Service Cloud implementation team can leverage their existing skills and knowledge to extend the product to meet the business needs.

E is correct because Salesforce Order Management shares the same database with Service Cloud, which eliminates the need for additional integration between the two systems. Other solutions would require building custom integration to synchronize data between different databases.

A is incorrect because Salesforce Order Management does not replace the Service Cloud Connector, which is used to synchronize data between Service Cloud and B2C Commerce. Salesforce Order Management integrates with both Service Cloud and B2C Commerce using platform events and REST APIs.

D is incorrect because Salesforce Order Management does not support synchronizing orders from one B2C Commerce realm to multiple Salesforce orgs without customization. The standard integration assumes that there is a one-to-one relationship between a B2C Commerce realm and a Salesforce org.

Reference:

1:

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementOverview.html>

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

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

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

5: https://help.salesforce.com/s/articleView?id=sf.om_b2c_commerce_integration.htm&type=5

6: https://help.salesforce.com/s/articleView?id=sf.om_b2c_commerce_integration_overview.htm&type=5

QUESTION 54

Refer to the exhibit.



A beauty brand is planning to re-platform their existing website onto B2C Commerce. As part of the re-platform they will create a new social community where beauty insiders can view how-to videos, share tips, and favorite products. As part of the overall solution, the beauty brand is going to implement 82C Commerce, Experience Cloud, and Salesforce Identity.

Each beauty insider can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses.

Which application should a Solution Architect recommend to set up the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data?

- * Salesforce Identity
- * Service Cloud
- * Experience Cloud
- * B2C Commerce

QUESTION 55

A financial company uses an external system for pricing and quotation.

What is the recommended approach to use the pricing and discount rules in the external system within Salesforce during the loan application process?

- * Rebuild the logic used in the external system using Apex.
- * Use the API callout component in Process Builder to retrieve the latest information from the external system during the loan application process.
- * Use an external object to store pricing and discount information.
- * Use the Apex callout to retrieve the latest information from the external system during the loan application process.

This option allows you to use Apex code to make HTTP requests and receive HTTP responses from an external system, such as a pricing and quotation service. You can use the `@future(callout=true)` annotation to make asynchronous callouts from Apex triggers or invocable methods. The other options are either not feasible or not optimal for this use case.

B2C-Solution-Architect Free Certification Exam Material with 154 Q&As :

https://www.dumpleader.com/B2C-Solution-Architect_exam.html]