Exam Code: Certified B2C Solution Architect

Exam Name: Certified B2C Solution Architect

Vdumps

Exam A

QUESTION 1
A B2C Commerce merchant has multiple live sites across different brands and geographies all supported by Service Cloud and Marketing Cloud. Unfortunately, the merchant is having customer service challenges caused by fragmented views of the customer. Customers occasionally use alternate email addresses, make purchases as guests, and contact customer service anonymously. The Success Manager believes that Customer 360 Data Manager could help them solve their problem.
How should a Solution Architect describe the role of Customer 360 Data Manager in this context?

A. Customer 360 Data Manager can be used to recognize customers as humans and extend existing records related to that human across connected systems with a consistent Global Party ID.

B. Customer 360 Data Manager can be used to identify multiple records within each separate system representing the same person and assigning them a consistent Global Party ID; additional custom development is then required to relate those IDs between systems.

C. Customer 360 Data Manager cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.

D. When Customer 360 Data Manager is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed by Customer 360 Data Manager.

Correct Answer: A
Section:
Explanation:
Customer 360 Data Manager is a platform service that enables companies to connect customer data across Salesforce apps and create a unified customer profile. It uses advanced matching algorithms to identify and link customer records from different systems based on common attributes such as name, email, phone, address, etc. It also assigns a consistent Global Party ID to each customer record, which serves as a unique identifier across systems. Customer 360 Data Manager can be used across multiple brands within a single merchant environment by creating separate data spaces for each brand. Option B is incorrect because Customer 360 Data Manager can relate the IDs between systems without additional custom development. Option C is incorrect because Customer 360 Data Manager supports multiple brands within a single merchant environment. Option D is incorrect because B2C Commerce, Service Cloud, and Marketing Cloud do not automatically use a common core Customer Profile managed by Customer 360 Data Manager; they need to be connected and configured via Customer 360 Data Manager.
Reference:
https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html
https://help.salesforce.com/s/articleView?id=sf.c360_overview.htm&type=5

QUESTION 2
A company actively uses CI/CO processes for their Service Cloud implementation and is adding Marketing Cloud and Marketing Cloud Connect to their architecture. Under the current setup each developer has their own developer sandbox for development. Developers merge their changes into a sandbox for QA regularly, then once every week changes are moved to staging, and from staging to production instances.
Which set up should a Solution Architect propose to support this development approach considering costs and data segregation?

A. Set up one Marketing Cloud instance with a business unit for production and one business unit for testing that is connected to all Developer sandboxes

B. Set up one Marketing Cloud instance for testing and one for production, where the testing instance is connected to the staging sandbox

C. Set up one Marketing Cloud instance for each sandbox in Service Cloud

D. Set up one Marketing Cloud instance for production and create a Marketing Cloud sandbox to connect to each of the Service Cloud sandboxes

Correct Answer: D
Section:
Explanation:
A Marketing Cloud sandbox is a separate instance of Marketing Cloud that can be used for development, testing, and training purposes. A Marketing Cloud sandbox can be connected to a Service Cloud sandbox using Marketing Cloud Connect, which allows data synchronization and cross-cloud functionality. This option supports the CI/CO processes and data segregation for each Service Cloud sandbox. The other options are either not feasible or not cost-effective.
Reference:
https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_sandbox.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect.htm&type=5

QUESTION 3

A company wants to Implement B2C Commerce and Service Cloud and connect the systems with their existing Instance of Marketing Cloud.

Which two tactics should a Solution Architect recommend to model a customer across all three systems? Choose 2 answers

A. Migrate the Subscriber Key in Marketing Cloud to be the Service Cloud Contact or Person Account ID.

B. Use Customer 360 Data Manager to assign the Global Party ID and use it as a primary key across all systems including the new Subscriber ID in Marketing Cloud.

C. Using Service Cloud as a central point hold unique identifiers from all systems including the Service Cloud Contact or Person Account ID and B2C Commerce CustomerNo and Customer ID

D. Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.

Correct Answer: A, C
Section:
Explanation:
Migrating the Subscriber Key in Marketing Cloud to be the Service Cloud Contact or Person Account ID allows for a consistent identification of customers across both systems. This also enables data synchronization and cross-cloud features via Marketing Cloud Connect. Using Service Cloud as a central point to hold unique identifiers from all systems, including B2C Commerce CustomerNo and Customer ID, allows for a single source of truth for customer data and facilitates data integration and reporting across systems. Customer 360 Data Manager is not yet available for B2C Commerce, so option B is not possible. Sending the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce is not necessary if option A is implemented, so option D is not optimal.
Reference:
https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_best_practices.htm&type=5
https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html

QUESTION 4

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to implement an Abandoned Cart Solution Workflow so that personalized messages are sent to shoppers who add items to their cart but abandon the B2C Commerce storefront.

Which two options should a Solution Architect recommended to meet this requirement? Choose 2 answers

A. Configure streaming updates for catalog importing, implement the Collect Tracking Code, and leverage Journey Builder to trigger an abandoned cart message.

B. Configure B2C Commerce catalog, product, order, and customer data feeds; implement Marketing Cloud collect.js and trigger an abandoned cart message through Journey Builder.

C. Configure streaming updates for catalog importing, implement Google Analytics tracking, and leverage Journey Builder to trigger an abandoned cart message.

D. Configure B2C Commerce catalog, product, inventory, and customer data feeds; implement Marketing Cloud collect.js and trigger an abandoned cart message through Journey Builder.

Correct Answer: A, B
Section:
Explanation:
Both options A and B are valid ways to implement an Abandoned Cart Solution Workflow using B2C Commerce and Marketing Cloud. Option A uses streaming updates for catalog importing, which allows for near real-time updates of product information in Marketing Cloud. Option B uses data feeds that are transferred via SFTP and imported via Automation Studio, which allows for more control over the data format and frequency. Both options use collect.js or Collect Tracking Code to monitor shopper behavior on the B2C Commerce site and share it with Marketing Cloud. Both options also use Journey Builder to trigger personalized messages based on abandoned cart events. Option C is not valid because Google Analytics tracking is not part of the solution. Option D is not valid because inventory data is not required for the solution.
Reference:
https://help.salesforce.com/s/articleView?id=sf.icx_b2c_abandonedcart_req_workflow.htm&language=en_US&type=5
https://trailhead.salesforce.com/content/learn/modules/salesforce-solution-kits-quick-look/c360-sk1

QUESTION 5

A Marketing team plans to support the launch of a new product line. In discussion with the Sales and IT teams, the Marketing team proposed introducing a leads-management process, along with a web-to-lead form for the landing page that supports the product launch.

The leads captured using the form are added to the new nurturing journey in Marketing Cloud and subsequently routed to the relevant sales team once they qualify at a certain threshold.

What are two implications that a Solution Architect should consider prior to implementing this solution? Choose 2 answers

A. Need for additional handling of consent, preferences, and compliance for converted leads in Marketing Cloud

B. Engagement history from the lead record will be natively available for contact record in Marketing Cloud

C. Leads are unique contact records in Marketing Cloud

D. Leads can have detrimental impact on quality of contact records in Sales Cloud

Correct Answer: A, D
Section:
Explanation:
Introducing a leads-management process and a web-to-lead form can have implications for consent, preferences, and compliance for converted leads in Marketing Cloud. For example, if a lead opts out of email communication in Sales Cloud, this preference should be reflected in Marketing Cloud as well. Similarly, if a lead is converted to a contact in Sales Cloud, the corresponding subscriber record in Marketing Cloud should be updated with the new ID and status. Leads can also have a detrimental impact on the quality of contact records in Sales Cloud if they are not properly deduplicated, validated, and enriched. For example, if a lead is created with an invalid or duplicate email address, this can affect the deliverability and personalization of email messages in Marketing Cloud.
Reference:
https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_best_practices.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_web_to_lead.htm&type=5

QUESTION 6
When integrating B2C Commerce with Marketing Cloud, which data extension type should be used to store order and product records in Marketing Cloud?

A. Transactional Data Extension

B. Standard Data Extension

C. Synchronized Data Extension

D. Sendable Data Extension

Correct Answer: B
Section:
Explanation:
A standard data extension is a type of data extension that can store any type of data in Marketing Cloud, including order and product records from B2C Commerce. A standard data extension can be created manually or imported from an external source, such as B2C Commerce. A standard data extension can also be used for segmentation, personalization, and reporting in Marketing Cloud.
Reference: https://help.salesforce.com/s/articleView?id=sf.mc_es_data_extensions.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_with_commerce_cloud.htm&type=5

QUESTION 7
A company is beginning a multi-cloud implementation involving B2C Commerce and Service Cloud. The company wants to trace configuration and code changes as much as possible and ensure basic standards for code quality.
Which three options should a Solution Architect recommend to help the company with this goal?
Choose 3 answers

A. GIT Repository

B. Static Code Analysis tools

C. CI/CD Pipelines

D. Smoke testing

E. Salesforce DX

Correct Answer: A, B, C
Section:
Explanation:
A GIT repository is a version control system that allows developers to track changes in code and collaborate on projects. A GIT repository can help with tracing configuration and code changes across different environments and branches. Static code analysis tools are software tools that analyze source code or compiled versions of code to find potential errors, bugs, vulnerabilities, or quality issues. Static code analysis tools can help with ensuring

basic standards for code quality and security. CI/CD pipelines are automated workflows that enable developers to integrate code changes into a shared repository and deliver them to production environments with speed and reliability. CI/CD pipelines can help with testing, deploying, and monitoring configuration and code changes across different environments. Smoke testing is a type of software testing that verifies the basic functionality of an application or system after deployment. Smoke testing can help with ensuring the stability and performance of configuration and code changes, but it does not trace or enforce them. Salesforce DX is a set of tools and features that enable developers to build applications on the Salesforce Platform using an org development model or a package development model. Salesforce DX can help with managing configuration and code changes across different environments, but it is not specific to multi-cloud implementations.

Reference:

https://git-scm.com/book/en/v2/Getting-Started-About-Version-Control

https://www.perforce.com/blog/qac/what-static-code-analysis

https://www.redhat.com/en/topics/devops/what-is-ci-cd

https://www.guru99.com/smoke-testing.html

https://developer.salesforce.com/platform/dx

QUESTION 8

A company is In the process of defining the authoritative system for key data entitles Involved In B2C journeys. The company has about 200.000 customers, each averaging 30 orders per year.

Which two systems are considered an authoritative system for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email?

Choose 2 answers

A. B2C Commerce

B. Service Cloud

C. Experience Cloud

D. Marketing Cloud

Correct Answer: B, D

Section:

Explanation:

Service Cloud and Marketing Cloud are considered authoritative systems for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email. Service Cloud is the system of record for customer service interactions and case management, and it can store customer consent and preferences for different channels and purposes. Marketing Cloud is the system of record for customer engagement and marketing campaigns, and it can store customer consent and preferences for email, SMS, push notifications, and other channels. B2C Commerce is not an authoritative system for consent and compliance preferences, as it does not store them natively. It can store some primary person attributes such as name, address, phone, and email, but they may not be the most up-to-date or accurate. Experience Cloud is not an authoritative system for consent and compliance preferences, as it relies on other systems to store them. It can store some primary person attributes such as name, email, and birthday, but they may not be the most up-to-date or accurate.

Reference:

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

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

QUESTION 9

A company uses Service Cloud and B2C Commerce and now wants to enable the 'Order on Behalf of functionality on its storefront. The customers using the storefront are Person and Household accounts.

Which three design and architecture considerations should a Solution Architect follow to ensure that the 'Order on Behalf of functionality works well for all the designated storefront customers?

Choose 3 answers

A. Verify that the permissions used are Login_On_Behalf, Login_Agent, and Create_Order_On_Behalf_Of business manager functional permissions.

B. The Order on Behalf of feature in the Service to B2C Commerce Connector only supports person accounts as a customer model by default.

C. Default user is required for anonymous storefront shoppers.

D. The REST calls between B2C Commerce and Service Cloud do not count towards API governor limits.

E. Verify that agents are Service Cloud and B2C Commerce users with Order on Behalf rights.

Correct Answer: A, B, E

Section:

Explanation:

The Order on Behalf of functionality allows Service Cloud agents to create orders for customers on the B2C Commerce storefront. To enable this functionality, the following design and architecture considerations should be followed:

Verify that the permissions used are Login_On_Behalf, Login_Agent, and Create_Order_On_Behalf_Of business manager functional permissions. These permissions are required for the Service Cloud Connector user in B2C Commerce to perform the Order on Behalf of actions.

The Order on Behalf of feature in the Service to B2C Commerce Connector only supports person accounts as a customer model by default. If the customers using the storefront are household accounts, additional customization is required to map the household account ID to the B2C Commerce customer ID.

Verify that agents are Service Cloud and B2C Commerce users with Order on Behalf rights. Agents need to have both Service Cloud and B2C Commerce user accounts with the appropriate roles and permissions to access the Order on Behalf of feature.

Option C is incorrect because a default user is not required for anonymous storefront shoppers. Option D is incorrect because the REST calls between B2C Commerce and Service Cloud do count towards API governor limits.
Reference:
https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of_permissions.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of_limitations.htm&type=5

QUESTION 10
Northern Trail Outfitters (NTO) wants to upgrade its customer service by providing the opportunity for customers to engage using social messaging channels such as Facebook, WhatsApp, and SMS to resolve issues and ask questions. They already use Marketing Cloud Mobile Connect and Social Studio. Alongside these, the Solution Architect also recommends implementing Digita I Engagement features in Service Cloud.
Which two reasons should a Solution Architect use to justify those recommendations?
Choose 2 answers

A. Mobile Connect lacks integration with the service agent console without Digital Engagement

B. Mobile Connect only supports outbound messaging in selected countries

C. Social Studio does not support 1:1 messaging on the apps listed in the scenario

D. Social Studio is limited to listening to social channel and not responding

Correct Answer: A, C
Section:
Explanation:
Digital Engagement is a set of features in Service Cloud that enables agents to communicate with customers using social messaging channels such as Facebook, WhatsApp, and SMS. To justify the recommendation of implementing Digital Engagement, a Solution Architect can use the following reasons:

Mobile Connect lacks integration with the service agent console without Digital Engagement. Mobile Connect is a feature in Marketing Cloud that allows sending and receiving SMS messages. However, without Digital Engagement, Mobile Connect messages cannot be handled by Service Cloud agents in the service console or omnichannel routing.

Social Studio does not support 1:1 messaging on the apps listed in the scenario. Social Studio is a feature in Marketing Cloud that allows listening and engaging with customers on social media platforms. However, Social Studio does not support direct messaging on Facebook or WhatsApp, which are popular social messaging channels.

Option B is incorrect because Mobile Connect supports outbound messaging in more than 200 countries. Option D is incorrect because Social Studio can respond to public posts or comments on social media platforms.
Reference:
https://help.salesforce.com/s/articleView?id=sf.service_digital_overview.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_moc_mobileconnect.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_moc_supported_countries.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_ss_social_studio_overview.htm&type=5

QUESTION 11
Northern Trail Outfitters (NTO) exported all the Account records from Salesforce and used a data transformation tool to clean up values in the phone field using a standardized format. The export file has more than 2 million records. During previous data loads for similar updates on the Account object, NTO did not experience any issues with row lock.
Which feature of Data Loader should be used to load this data back into Salesforce faster?

A. REST API

B. Bulk API Serial Mode

C. SOAP API

D.   Bulk API

Correct Answer: D
Section:
Explanation:
Bulk API is a feature of Data Loader that allows loading large amounts of data into Salesforce faster and more efficiently. Bulk API uses asynchronous processing to handle data in batches, which reduces network overhead and improves performance. Bulk API is suitable for loading data files with more than 20,000 records or larger than 10 MB. The export file has more than 2 million records, so Bulk API should be used to load this data back into Salesforce faster.
Reference:
https://help.salesforce.com/s/articleView?id=sf.data_loader_bulk.htm&type=5
https://developer.salesforce.com/docs/atlas.en-us.api_asynch.meta/api_asynch/asynch_api_intro.htm

QUESTION 12
A company wants to migrate their existing in-house order management solution to the Salesforce Order Management product, which will trigger post-purchase transactional emails through Marketing Cloud. They are already using B2C Commerce, Service Cloud, and Marketing Cloud, as well as the B2C Commerce - Service Cloud Connector and Marketing Cloud Connect.
What are three actions that a Solution Architect must take when planning and deploying this solution? Choose 3 answers

A.   Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios.
B.   Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector.
C.   Integrate Salesforce Order Management to B2C Commerce for order history and user self service.
D.   Migrate subscriber keys in Marketing Cloud to a new Order Management customer identifier.
E.   Replace the Service Cloud Connector with an Order Management Connector for B2C Commerce.

Correct Answer: A, B, C
Section:
Explanation:
Salesforce Order Management is a product that allows managing orders across different channels and systems. To migrate the existing in-house order management solution to the Salesforce Order Management product, the following actions should be taken:
Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios. Data extensions are tables that store data in Marketing Cloud, and triggered sends are email messages that are sent automatically based on an external event. Data extensions and triggered sends can be used to store order data and send order confirmation, shipment notification, or cancellation emails to customers.
Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector. The Service Cloud Connector is a cartridge that enables integration between B2C Commerce and Service Cloud. The Order Management Connector is a cartridge that enables integration between B2C Commerce and Salesforce Order Management. Some features of the Service Cloud Connector, such as order history or order cancellation, may conflict with the Order Management Connector, so they should be removed or disabled.
Integrate Salesforce Order Management to B2C Commerce for order history and user self service. This integration allows customers to view their order history and status, track their shipments, cancel their orders, or initiate returns on the B2C Commerce storefront. This integration also allows agents to view and manage orders in Service Cloud.
Option D is incorrect because migrating subscriber keys in Marketing Cloud to a new Order Management customer identifier is not necessary or recommended. Option E is incorrect because replacing the Service Cloud Connector with an Order Management Connector for B2C Commerce is not possible or advisable.
Reference:
https://help.salesforce.com/s/articleView?id=sf.order_overview.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_transactional_messaging.htm&type=5
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementOverview.html
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementConnector.html

QUESTION 13
A single-brand client is implementing a Salesforce multi-cloud solution that includes B2C Commerce, Service Cloud, and Marketing Cloud. They have licenses for over 100 Service Cloud sandboxes, one B2C Commerce realm with on-demand sandboxes, and three Marketing Cloud production business units. The client wants to understand the environment, development, and automation deployment strategy for the implementation.
Which two recommendations should a Solution Architect make in the discovery session?
Choose 2 answers

A. Run load testing in B2C Commerce pre-launch against the production instance connected to a full copy sandbox in Service Cloud

B. Use Marketing Cloud business units as testing environments

C. Use a single Marketing Cloud instance to connect to multiple Service Cloud environments using Marketing Cloud Connect for each business unit

D. Use a Service Cloud partial copy sandbox to provide better performance than a developer pro sandbox as well as a normal sandbox

Correct Answer: A, C
Section:
Explanation:
Option A is correct because running load testing in B2C Commerce pre-launch against the production instance connected to a full copy sandbox in Service Cloud is a recommended practice to ensure that the multi-cloud solution can handle the expected traffic and transactions without compromising performance or functionality.

Option C is correct because using a single Marketing Cloud instance to connect to multiple Service Cloud environments using Marketing Cloud Connect for each business unit is a recommended practice to enable data synchronization and integration between the clouds without duplicating data or creating conflicts.

Option B is incorrect because using Marketing Cloud business units as testing environments is not a recommended practice, as it may cause data quality issues, security risks, and configuration challenges. Marketing Cloud business units should be used for segmentation and personalization purposes, not for testing or development.

Option D is incorrect because using a Service Cloud partial copy sandbox to provide better performance than a developer pro sandbox as well as a normal sandbox is not a valid statement, as partial copy sandboxes have the same performance characteristics as developer pro sandboxes and normal sandboxes. The main difference between partial copy sandboxes and other types of sandboxes is the amount of data they can store.

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QUESTION 14
A Solution Architect is working on a project that will use Service Cloud and Marketing Cloud. The company is concerned about its service agents' productivity, since they will sometimes also require access to Marketing Cloud. The company wants the Solution Architect to implement a solution that lets agents authenticate and access all systems with the least possible clicks. The company wants agents to confirm their identity using multi-factor authentication (MFA) upon logging in to either system.
Which three activities does the Solution Architect need to complete in order to meet the company's requirements?
Choose 3 answers

A. Enable SSO on both Service Cloud and Marketing Cloud.

B. Define which system is acting as an identity provider (IDP).

C. Configure Marketing Cloud Connect,

D. Enable Active Directory Federation Services (ADFS) and Salesforce Event Monitoring on the identity provider (IDP).

E. Enable MFA on the identity provider (IDP).

Correct Answer: A, B, E
Section:
Explanation:
Option A is correct because enabling SSO on both Service Cloud and Marketing Cloud is a necessary step to allow agents to authenticate and access all systems with the least possible clicks, as they only need to log in once with their credentials and then switch between systems seamlessly.

Option B is correct because defining which system is acting as an identity provider (IDP) is a necessary step to configure SSO between Service Cloud and Marketing Cloud, as it determines which system will verify the identity of the agents and issue authentication tokens for the other system.

Option E is correct because enabling MFA on the identity provider (IDP) is a necessary step to meet the company's requirement of confirming the identity of the agents using multi-factor authentication (MFA) upon logging in to either system. MFA adds an extra layer of security by requiring agents to enter a verification code or use another device besides their username and password.

Option C is incorrect because configuring Marketing Cloud Connect is not a necessary step to enable SSO between Service Cloud and Marketing Cloud, as it is used for data synchronization and integration purposes, not for authentication or access management.

Option D is incorrect because enabling Active Directory Federation Services (ADFS) and Salesforce Event Monitoring on the identity provider (IDP) are not necessary steps to enable SSO between Service Cloud and Marketing Cloud, as they are used for different purposes. ADFS is used for federating identities across different domains or organizations, while Salesforce Event Monitoring is used for tracking user activity and performance within Salesforce.

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QUESTION 15

A company Is implementing B2C Commerce, Service Cloud, and Marketing Cloud. The company Is based in Europe and needs to be compliant with GDPR.

Which two design implementations should a Solution Architect use to ensure GDPR compliance?

Choose 2 answers

A. Use email addresses, SMS, or other channel addresses as the contact key {subscriber key) in Marketing Cloud

B. Use a Salesforce record ID as a single unique identifier to apply across channels and clouds

C. Set tracking site preference for each storefront

D. Set field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud

Correct Answer: B, D

Section:

Explanation:

B) Using a Salesforce record ID as a single unique identifier to apply across channels and clouds can help ensure GDPR compliance by enabling data portability, deletion, and anonymization across systems. This can also reduce data duplication and improve data quality. D. Setting field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud can help ensure GDPR compliance by protecting sensitive data from unauthorized access or disclosure. This can also help meet the requirements of data minimization and pseudonymization.

Reference:

https://trailhead.salesforce.com/en/content/learn/modules/gdpr_basics/gdpr_basics_principles

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

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_security.htm&type=5

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

QUESTION 16

A salesperson needs to know which subscription a customer has subscribed to or unsubscribed from when reviewing their account in Sales Cloud. However, Marketing Cloud needs to honor the unsubscribe action when it sends out emails.

Which two steps should a Solution Architect take to meet these requirements?

Choose 2 answers

A. Create a Journey activity to update the records in Sales Cloud.

B. Create a custom preference center that updates the records in Sales Cloud.

C. Use the out-of-the-box preference center in Marketing Cloud.

D. Implement the Marketing Cloud Connector to ensure the unsubscribe data is synced from Sales Cloud.

Correct Answer: B, D

Section:

Explanation:

B) Creating a custom preference center that updates the records in Sales Cloud can help meet the requirements by allowing customers to manage their subscription preferences and opt-in or opt-out of different email lists or publications. This can also provide more granular control over the data synchronization between Sales Cloud and Marketing Cloud. D. Implementing the Marketing Cloud Connector can help meet the requirements by enabling bi-directional data integration between Sales Cloud and Marketing Cloud. This can also allow Marketing Cloud to honor the unsubscribe status of contacts or leads in Sales Cloud when sending emails.

Reference:

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

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

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

QUESTION 17

A global pharmaceutical company wants to roll-out online shopping for customers in multiple countries and needs a quick return on investment (ROI). The company is considering how to market products from prenatal vitamins to drug therapies that improve neonatal outcomes.

Each country has its own regulations around marketing and online sales. Some countries may not allow marketing to Individuals, but will allow marketing to healthcare providers and have different regulations for various channels and touchpoints. In some countries, they are allowed to use curated social content tor product ratings and discussions. In addition, branding Is uniquely defined In each country so the company would like to combine

ecommerce with existing content management systems.
What strategy should a Solution Architect recommend to solve these needs?

A. B2C Commerce, Marketing Cloud, and Experience Builder with multi-Currency and translation workbench.

B. Headless BZC Commerce. LINK cartridges. SFRA-style development with Heroku and MuleSoft.

C. Multi-org approach with Partner and Customer Communities, B2C Commerce, Heroku, and Mulesoft for SFKA-style development.

D. Multi-org approach with Service Cloud, LINK cartridges and translation workbench, and Partner and Customer Communities.

Correct Answer: B
Section:
Explanation:
A headless B2C Commerce approach can help solve the needs by decoupling the front-end presentation layer from the back-end commerce functionality. This can allow the company to leverage their existing content management systems and deliver consistent branding across different countries. LINK cartridges can help integrate B2C Commerce with third-party systems and services, such as payment providers, tax calculators, or social media platforms. SFRA-style development can help create a responsive and customizable storefront that follows best practices and standards. Heroku and MuleSoft can help build and connect custom applications and APIs that support the complex business logic and data flows required by the global pharmaceutical company.
Reference:
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_headless.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_link.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_sfra.htm&type=5
https://www.salesforce.com/products/platform/overview/
https://www.mulesoft.com/platform/enterprise-integration

QUESTION 18
A company has 2,000 customers and currently services them using a call center and spreadsheets. Because of the lack of systems there is no ability to track how successful agents are. In addition, their ordering system cannot be easily accessed by service agents costing valuable time and hurting customer satisfaction.
What are two reasons a connected B2C Solution can add value to the company?
Choose 2 answers

A. Provides a better interface for agents using Service Cloud and B2C Commerce with Heroku

B. Allows agents to more easily access customer data to better support customers when they call in

C. Allows agents to use SSO to log into B2C Commerce and Service Cloud using the same credentials

D. Increases spend ROI as fewer service agents will be needed, which can allow for more sales agents

Correct Answer: B, C
Section:
Explanation:
B) Allowing agents to more easily access customer data to better support customers when they call in can add value to the company by improving customer satisfaction, loyalty, and retention. This can also enable agents to provide personalized recommendations, cross-sell or upsell opportunities, and proactive service based on the customer's profile, preferences, and purchase history. C. Allowing agents to use SSO to log into B2C Commerce and Service Cloud using the same credentials can add value to the company by simplifying the login process, enhancing security, and reducing administrative overhead. This can also provide a seamless user experience for agents across different systems and platforms.
Reference:
https://www.salesforce.com/products/service-cloud/overview/
https://www.salesforce.com/products/commerce-cloud/overview/
https://help.salesforce.com/s/articleView?id=sf.identity_sso.htm&type=5

QUESTION 19
An organization that has B2C Commerce, Marketing Cloud, and Service Cloud has separate support teams that work with customers based on their tier level. Tier levels are based on the amount of money a customer spends.
The organization wants incoming support cases to automatically route to the correct team based on their tier level.
Which two options should a Solution Architect configure to accomplish this?

Choose 2 answers

A. Service Cloud can be extended with customer flows and Lightning Web Components to create a separate support process specifically designed for customers that are attributed a tier level.

B. Tier levels must be calculated and attributed to customers in Marketing Cloud and then propagated to Service Cloud so that they can be used to inform how cases are routed to teams. Marketing Cloud must integrate with B2C Commerce to leverage purchase data necessary for these calculations.

C. Case routing can be configured by configuring Service Cloud's omni-channel routine feature to route cases to support teams based on the tier level of the customer submitting the case and the availability of agents supporting each tier level.

D. Tier levels must be calculated regularly and attributed to Contact records in Service Cloud so that the tier level can be leveraged by Service Cloud's omni-channel routing feature and synchronized back to B2C Commerce and Marketing Cloud.

Correct Answer: C, D
Section:
Explanation:
C) Case routing can be configured by configuring Service Cloud's omni-channel routing feature to route cases to support teams based on the tier level of the customer submitting the case and the availability of agents supporting each tier level. This can help accomplish the goal by ensuring that cases are assigned to the most qualified and available agents based on predefined criteria and rules. D) Tier levels must be calculated regularly and attributed to Contact records in Service Cloud so that the tier level can be leveraged by Service Cloud's omni-channel routing feature and synchronized back to B2C Commerce and Marketing Cloud. This can help accomplish the goal by maintaining consistent and updated customer data across different systems and platforms.
Reference:
https://help.salesforce.com/s/articleView?id=sf.service_presence_omnichannel_routing.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_implement_marketing_cloud_connect.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_integration.htm&type=5

QUESTION 20
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

A. 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.

B. Enable customer service agents to update and complete a cart transaction on behalf of the customer.

C. When the cart value reaches a certain value, push a chat request to assist the customer with the checkout process.

D. 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.

Correct Answer: A, D
Section:
Explanation:
A) Enabling 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 can help increase checkouts and decrease the time from adding items to completing a checkout by sending targeted and personalized messages to customers who have left items in their carts without purchasing them. This can help re-engage customers, remind them of their cart contents, and encourage them to complete their orders. D. Monitoring the cart items and time since it has been active in B2C Commerce and sending a reminder and checkout incentive 18 hours after the cart was last modified can help increase checkouts and decrease the time from adding items to completing a checkout by leveraging customer behavior data, timing, and urgency to motivate customers to buy their items before they are out of stock or unavailable. This can help reduce cart abandonment, increase conversion rates, and boost customer loyalty.
Reference:
https://help.salesforce.com/s/articleView?id=sf.mc_jb_abandoned_cart.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_abandoned_carts.htm&type=5

QUESTION 21
A university has several small departmental organizations scattered across different colleges. Each of which has its own finances, business processes, and strategies that are sometimes at odds. They would like to introduce a university-wide communications strategy that allows their recruitment team to market to potential students globally while allowing each department to recruit existing students for its own programs.
What should a Solution Architect recommend to meet their needs?

A. Marketing Cloud with multiple business units, Marketing Cloud Connect, and multiple existing Salesforce orgs

B. Marketing Cloud with multiple business units and a single Salesforce org with Divisions for consolidating existing departmental orgs

C. Marketing Cloud with Enterprise Communication Strategy, Marketing Cloud Connect, and multiple existing Salesforce orgs

D. Marketing Cloud with Enterprise Communication Strategy and a single Salesforce org with Connected Campus for consolidating existing departmental orgs

Correct Answer: D
Section:
Explanation:
Option D is correct because Marketing Cloud with Enterprise Communication Strategy and a single Salesforce org with Connected Campus for consolidating existing departmental orgs is the best solution to meet the university's needs. Marketing Cloud with Enterprise Communication Strategy allows the university to create and manage personalized communications across multiple channels and audiences, while a single Salesforce org with Connected Campus enables the university to unify and streamline its data, processes, and services across different departments and colleges.

Option A is incorrect because Marketing Cloud with multiple business units, Marketing Cloud Connect, and multiple existing Salesforce orgs is not a suitable solution for the university's needs, as it would create data silos, integration challenges, and governance issues across different Salesforce clouds and orgs. Marketing Cloud Connect is also not necessary for the university's communication strategy, as it is mainly used for data synchronization and integration between Marketing Cloud and Service Cloud or Sales Cloud.

Option B is incorrect because Marketing Cloud with multiple business units and a single Salesforce org with Divisions for consolidating existing departmental orgs is not a suitable solution for the university's needs, as it would create complexity and overhead in managing multiple business units and divisions within the same Salesforce cloud and org. Divisions are also not recommended for multi-brand or multi-department scenarios, as they are mainly used for large-scale data segmentation and reporting purposes.

Option C is incorrect because Marketing Cloud with Enterprise Communication Strategy, Marketing Cloud Connect, and multiple existing Salesforce orgs is not a suitable solution for the university's needs, as it would create data silos, integration challenges, and governance issues across different Salesforce clouds and orgs. Marketing Cloud Connect is also not necessary for the university's communication strategy, as it is mainly used for data synchronization and integration between Marketing Cloud and Service Cloud or Sales Cloud.

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QUESTION 22
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

A. Marketing Cloud should serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier.

B. Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit.

C. 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.

D. 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.

Correct Answer: B, C
Section:
Explanation:
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.
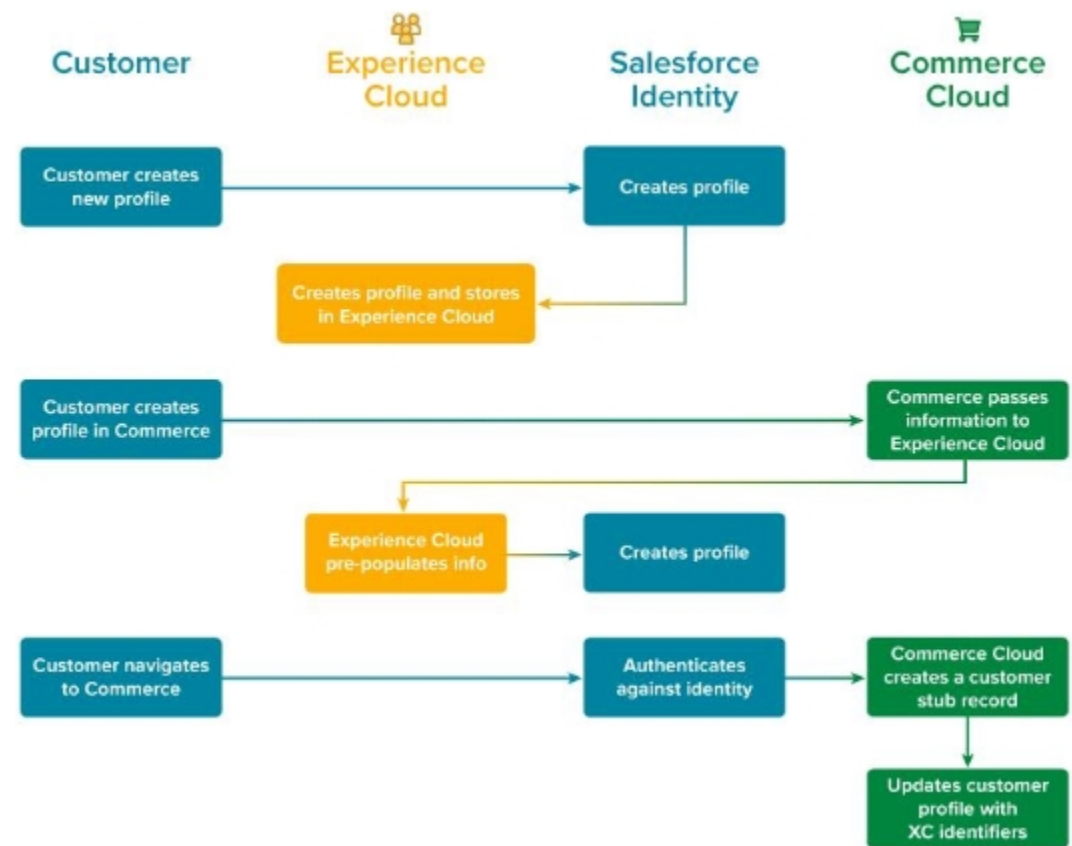[Get Started with B2C Solution Architect Cert Prep - Trailhead]
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QUESTION 23
Refer to the exhibit.

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?

A. Salesforce Identity

B. Service Cloud

C. Experience Cloud

D. B2C Commerce

Correct Answer: D
Section:
Explanation:
Option D is correct because B2C Commerce should be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. B2C Commerce is the first point of contact for customers who register an account before making their first purchase, and it can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses. B2C Commerce can also integrate with Experience Cloud and Salesforce Identity to provide a consistent and secure user experience across the social community and the ecommerce site.
Option A is incorrect because Salesforce Identity should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Salesforce Identity is mainly used for authentication and identity management purposes, not for storing and updating customer profile and commerce information. Salesforce Identity can also integrate with Experience Cloud and B2C Commerce to provide a single sign-on (SSO) experience for customers across the social community and the ecommerce site.
Option B is incorrect because Address book should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Address book is not a

system or an application, but rather a feature or a data element that can be stored and updated in B2C Commerce or other Salesforce clouds.

Option C is incorrect because Wishlist should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Wishlist is not a system or an application, but rather a feature or a data element that can be stored and updated in B2C Commerce or other Salesforce clouds.

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QUESTION 24

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

A. 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.

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

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

D. 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.

Correct Answer: A, D

Section:

Explanation:

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.

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QUESTION 25

Northern Trail Outfitters (NTO) wants to unify customer data with a single identity for each customer across their ecommerce sites and their communities. Communities are treated as an identity provider (IDP) for commerce. The communities also allow self-service support for products via knowledge articles and crowd-sourced Knowledge and Chatter.

For which customer data should Experience Cloud be the system of record?

A. Authentication credentials

B. Address book

C. Wishlist

D. Payment information

Correct Answer: A

Section:

Explanation:

Option A is correct because authentication credentials should be stored and managed by Experience Cloud as the system of record for this customer data. Experience Cloud acts as an identity provider (IDP) for commerce, meaning that it verifies the identity of customers who log in to ecommerce sites using their communities credentials. Experience Cloud can also leverage Salesforce Identity features to provide secure and seamless authentication across multiple Salesforce clouds and external systems.

Option B is incorrect because address book should not be stored and managed by Experience Cloud as the system of record for this customer data. Address book is mainly used for ecommerce purposes, such as shipping and billing addresses, and it should be stored and managed by B2C Commerce as the system of record. B2C Commerce can also integrate with Experience Cloud to provide a consistent user experience across ecommerce sites and communities.

QUESTION 26
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

A. Contact

B. Orders

C. Customer

D. Profile

Correct Answer: B, C
Section:
Explanation:
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.

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QUESTION 27
A company had strong new-customer growth for the year but has noticed that lifetime value has been declining. They want to run automated re-engagement campaigns with customers who made purchases in the last 24 months but are unsure of where to start. They have Service Cloud, Marketing Cloud, and B2C Commerce implemented and recently began using Tableau CRM (formerly Einstein Analytics).
Which two recommendations should a Solution Architect provide to the company to improve the success of the automated campaign? Choose 2 answers

A. Configure Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder

B. Use SMS as a channel due to its significantly higher engagement rate as compared to email

C. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns

D. Consider using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months

Correct Answer: A, D
Section:
Explanation:
Option A is correct because configuring Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder is a valid recommendation to improve the success of the automated campaign. Einstein Retargeting Recommendations uses machine learning to identify customers who are likely to purchase again based on their past behavior and preferences, and automatically creates segments for Journey Builder to send personalized messages and offers.

Option D is correct because using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months is a valid recommendation to improve the success of the automated campaign.

Einstein Discovery uses advanced analytics and AI to analyze data from multiple sources and generate predictive insights and recommendations. A retargeting score can help the company prioritize and target customers who have a high probability of buying again.

Option B is incorrect because using SMS as a channel due to its significantly higher engagement rate as compared to email is not a valid recommendation to improve the success of the automated campaign. SMS may have a higher engagement rate than email, but it also has a higher cost and a lower personalization potential. SMS should be used sparingly and strategically for time-sensitive or urgent messages, not for general re-engagement campaigns.

Option C is incorrect because generating personalized coupon codes in B2C Commerce and sending them through Marketing Cloud to be able to effectively track impact of campaigns is not a valid recommendation to improve the success of the automated campaign. Personalized coupon codes may increase conversions and loyalty, but they also reduce margins and profitability. Coupon codes should be used selectively and carefully for customers who have a high lifetime value or a high retargeting score, not for all customers who made purchases in the last 24 months.
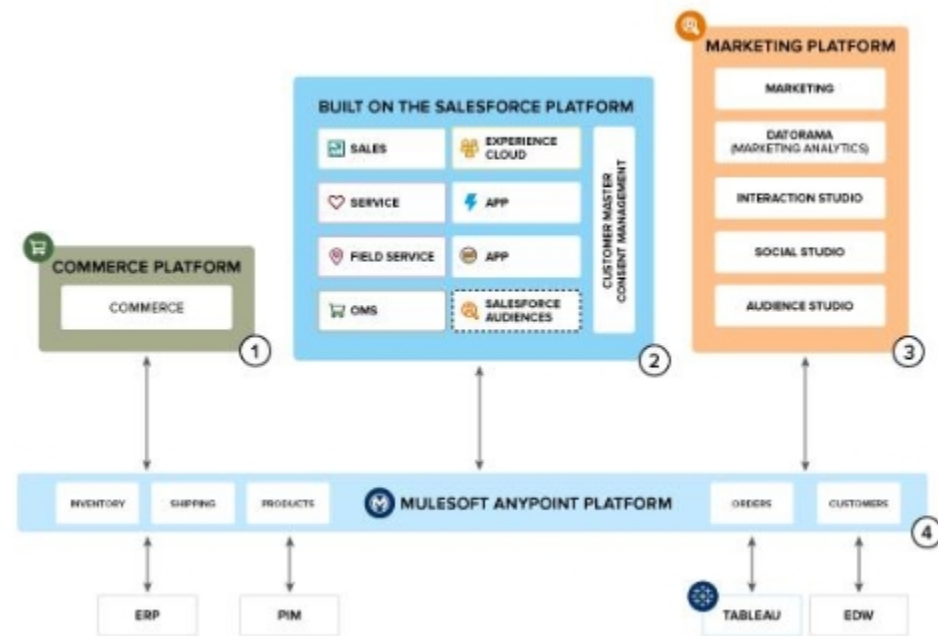
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QUESTION 28
Refer to the exhibit.

A company plans to adopt Salesforce for a number of their needs, including an internal CRM, a public B2C Commerce storefront with order management functionality, and an extensible API framework to integrate with other systems, as well as marketing automation. The overall system landscape of the proposed solution is shown above.
Which three considerations are important for this scenario? Choose 3 answers

A. The Salesforce Platform can be used for customer master and consent management, or it can Integrate with a third-party Master Data Management system.
B. Tableau requires MuleSoft in order to access data outside of the Salesforce Platform.
C. Order Management System (OMS) is a B2C Commerce product but it does not run natively on the core Salesforce Platform.
D. Salesforce products, including Sales Cloud, Service Cloud, Experience Cloud, and Order Management System (OMS) run on the same physical platform and share a common data model.
E. Marketing Cloud enables personalization, journey orchestration, and cross-channel messaging.

Correct Answer: A, C, D, D
Section:
Explanation:
Option A is correct because the Salesforce Platform can be used for customer master and consent management, or it can integrate with a third-party Master Data Management system. This is an important consideration for this scenario, as it affects the data quality, security, and governance of customer data across multiple Salesforce clouds and systems.
Option C is correct because Order Management System (OMS) is a B2C Commerce product but it does not run natively on the core Salesforce Platform. This is an important consideration for this scenario, as it affects the integration, performance, and scalability of OMS with other Salesforce clouds and systems.
Option D is correct because Marketing Cloud enables personalization, journey orchestration, and cross-channel messaging. This is an important consideration for this scenario, as it affects the marketing strategy, campaign design, and customer engagement of the company.

Option B is incorrect because Tableau does not require MuleSoft in order to access data outside of the Salesforce Platform. Tableau can connect to various data sources using native connectors or custom connectors without relying on MuleSoft.

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QUESTION 29
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

A. Customer 360 Data Manager

B. Third-party application or AppExchange tool

C. Duplicate Matching Rules

D. Lightning Data Services

Correct Answer: A, C
Section:
Explanation:
Option A is correct because Customer 360 Data Manager can be used to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Customer 360 Data Manager is a tool that enables data integration and identity resolution across multiple Salesforce clouds and external systems. It can match and merge duplicate contacts based on various criteria and create a single source of truth for customer data.
Option C is correct because Duplicate Matching Rules can be used to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Duplicate Matching Rules are rules that define how Salesforce identifies duplicate records based on standard or custom fields. They can prevent users from creating or updating duplicate contacts based on various criteria and actions.
Option B is incorrect because Third-party application or AppExchange tool is not an option that the Solution Architect can use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Third-party application or AppExchange tool is not a specific or native solution for this problem, but rather a general or external solution that may or may not work depending on the features and compatibility of the application or tool.
Option D is incorrect because Lightning Data Services is not an option that the Solution Architect can use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Lightning Data Services is a tool that enables developers to access, cache, and modify data in Lightning web components without using Apex code. It does not have any functionality to prevent or resolve duplicate contacts.

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QUESTION 30
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?

A. Salesforce Order Management does not allow for fulfillment rules across multiple distribution centers without the use of an AppExchange package or custom Apex triggers.

B. 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.

C. Custom attributes on B2C Commerce Orders are not natively supported for Salesforce Order Management integrations and require custom Apex development to handle mapping.

D. 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.

Correct Answer: A
Section:
Explanation:

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 attributes1.

QUESTION 31
A company currently uses B2C Commerce and Service Cloud for one of its storefronts. They are now considering implementing the 'Order on Behalf of flow. Which consideration must a Solution Architect keep in mind while implementing the 'Order on Behalf of flow?

A. The Service Cloud Connector is not available for guests or anonymous storefront shoppers. Use Order on Behalf with registered B2C Commerce customer accounts.

B. The Service Cloud Connector enables data synchronization through SOAP services using Service Cloud and B2C Commerce. REST services are not available for such data synchronization needs.

C. The Service Cloud Connector does not require B2C Commerce to be registered as a remote site as long as the Service Cloud org and B2C Commerce realm are in the same geographic region.

D. The Service Cloud Connector can work with any valid Service Cloud user. There is no specific need for an Integration User with administrative rights.

Correct Answer: A
Section:
Explanation:
A is correct because the Service Cloud Connector only works with registered B2C Commerce customer accounts and does not support guests or anonymous storefront shoppers. The connector uses the customer ID to link the Service Cloud contact with the B2C Commerce customer profile.
B is incorrect because the Service Cloud Connector supports both SOAP and REST services for data synchronization between Service Cloud and B2C Commerce.
C is incorrect because the Service Cloud Connector requires B2C Commerce to be registered as a remote site in Service Cloud regardless of the geographic region. This is to allow outbound messages from Service Cloud to B2C Commerce.
D is incorrect because the Service Cloud Connector requires a dedicated Integration User with administrative rights in both Service Cloud and B2C Commerce. This user is used to authenticate and authorize the data synchronization between the two systems.
: https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorOverview.html
: https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorDataSynchronization.html
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: https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorUserSetup.html

QUESTION 32
Northern Trail Outfitters (NTO) wants to use Salesforce as a front end for creating accounts using the lead-to-opportunity process. When an opportunity is closed or won, an order must be created in the ERP, which manages orders. The organization has an Enterprise Service Bus (ESB) that supports the CometD protocol.
Which two integration approaches or steps should a Solution Architect recommend for this scenario?
Choose 2 answers

A. Define a new platform event in Salesforce and then create a Process Builder process to publish a platform event when the opportunity status changes to Closed-Won.

B. Enable ESB to publish to the platform event using the CometD protocol and notify the back-end ERP system to create the order synchronously.

C. Define a new platform event in the back-end system for the order details and then create a Process Builder process to initiate the platform event when the opportunity status changes to Closed-Won.

D. Enable ESB to subscribe to the platform event using the CometD protocol and notify the back-end ERP system to create the order asynchronously.

Correct Answer: A, D
Section:
Explanation:
A is correct because defining a new platform event in Salesforce and publishing it with Process Builder when the opportunity status changes to Closed-Won is a valid way to trigger an integration with the ESB using the CometD protocol.
D is correct because enabling ESB to subscribe to the platform event using the CometD protocol and notifying the back-end ERP system to create the order asynchronously is a valid way to handle the integration with the ERP system using a publish-subscribe model.
B is incorrect because publishing to a platform event using the CometD protocol requires an Apex trigger, not a Process Builder process. Also, creating the order synchronously would not be advisable as it would introduce latency and dependency on the ERP system's availability.
C is incorrect because defining a new platform event in the back-end system for the order details would not be possible as platform events are Salesforce-specific objects that can only be defined within Salesforce.
: https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_intro_emp.htm

: https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_subscribe.htm
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: https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_define.htm

QUESTION 33
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

A. Include functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function to ensure all requirements are captured.

B. Conduct discovery workshops and upon completion present the solution back to the design authority or executive stakeholders to validate the solution.

C. Conduct discovery workshops to create a user acceptance testing document and invite business owners, each cloud technical architect, and implementation development team.

D. Include the customer service team so that they can provide detailed user stories prior to the discovery workshops.

Correct Answer: A, B
Section:
Explanation:
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 stakeholders1.
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.
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 34
An organization currently has separate teams supporting Service Cloud, Marketing Cloud, store operations with a point-of-sale solution, and eCommerce with Commerce Cloud. Each business unit has their own key performance indicators (KPIs) but the organization is struggling to understand the big picture and improve customer engagement with the brand.
In which two ways would Salesforce CDP help in this scenario?
Choose 2 answers

A. It creates one Individual record that replaces the system-specific records in other products, creating a unified view of the customer.

B. It provides cross-channel analytics using pre-built, native dashboards and charts within the unified profile.

C. It ingests customer data from each system and uses matching rules to find records representing the same person, uniting them under a Unified Individual.

D. It can power experiences through other channels like Marketing Cloud Engagement by activating customer segments.

Correct Answer: C, D
Section:
Explanation:
These answers are correct because they are ways that Salesforce CDP can help the organization in this scenario. Salesforce CDP can ingest customer data from each system and use matching rules to find records representing the same person, uniting them under a Unified Individual. This creates a single view of the customer across all systems and channels. Salesforce CDP can also power experiences through other channels like Marketing Cloud Engagement by activating customer segments. This enables personalized and targeted marketing campaigns based on customer data and behavior.
Reference: https://www.salesforce.com/products/customer-data-platform/overview/

QUESTION 35
A company wants to implement B2C Commerce and Service Cloud, and then connect the systems with its existing instance of Marketing Cloud.

Which two tactics should a Solution Architect recommend to model a customer across all three systems'
Choose 2 answers

A. Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.
B. Get in touch with the Marketing Cloud Professional Services to perform a subscriber key migration.
C. Migrate the existing Marketing Cloud data into B2C Commerce and set the subscriber key as the Customer ID.
D. Use Service Cloud as system of record for customer data and consent preferences across all channels.

Correct Answer: A, D
Section:
Explanation:
These answers are correct because they are ways to model a customer across all three systems using the Marketing Cloud Subscriber Key and Service Cloud as sources of truth. The Marketing Cloud Subscriber Key can be sent to Service Cloud and B2C Commerce to be held for reference, which can help link customer records across systems and enable cross-channel marketing and service. Service Cloud can be used as system of record for customer data and consent preferences across all channels, which can help comply with data privacy laws and provide a consistent customer experience.
Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect_best_practices.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

QUESTION 36
Universal Containers (UC) is working on an initial release of Service Cloud and B2C Commerce. The UC management team is excited about the new features and wants to go to market with the new solution as soon as possible even though the requirements are not completely mapped out.
A Solution Architect is asked to evaluate when UC can go live with a new B2C Commerce site, automated chatbots, Einstein case classification, Service Cloud Voice, and analytics.
How should a Solution Architect respond to the management team's request to help formulate a roadmap for these new capabilities?

A. Facilitate a workshop with the management team, applying the relationship design process to create a roadmap aligned to business objectives.
B. Facilitate a workshop with the development team and create a list of prioritized user stories that can then be used to create a detailed roadmap.
C. Ask to follow the management team for a week to gain a better understanding of how they work and what information they need to formulate their roadmap.
D. Ask each member of the management team about their top three concerns, and use it to formulate the roadmap.

Correct Answer: A
Section:
Explanation:
This answer is correct because it is a way to respond to the management team's request to help formulate a roadmap for these new capabilities using the relationship design process. The relationship design process is a method that centers relationships as the building blocks of business and social value. It is based on four mindsets that can help design products and services from a place of compassion: compassion, intention, courage, and reciprocity. By facilitating a workshop with the management team, applying the relationship design process, a Solution Architect can help create a roadmap that aligns with business objectives and builds customer trust.
Reference: https://www.salesforce.com/blog/how-relationship-design-works/

QUESTION 37
A company had strong new-customer growth for the year but has noticed that lifetime value has been declining. They want to run automated re-engagement campaigns with customers who made purchases in the last 24 months but are unsure of where to start. They have Service Cloud, Marketing Cloud, and B2C Commerce implemented and recently began using CRM Analytics.
Which two recommendations should a Solution Architect provide to the company to improve the success of the automated campaign?
Choose 2 answers

A. Use SMS as a channel due to its significantly higher engagement rate as compared to email
B. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
C. Use CRM Analytics to analyze customer engagement history over the last 24 months
D. Configure Einstein Recommendations in Marketing Cloud to automate segment generation for Journey Builder

Correct Answer: A, D
Section:

Explanation:

These answers are correct because they are recommendations that can improve the success of the automated re-engagement campaign. Using SMS as a channel can increase the engagement rate as compared to email, as SMS messages have higher open and response rates. Configuring Einstein Recommendations in Marketing Cloud can automate segment generation for Journey Builder, which can help create personalized and relevant messages based on customer data and behavior.

Reference: https://www.salesforce.com/products/marketing-cloud/best-practices/sms-marketing-statistics/ https://help.salesforce.com/s/articleView?id=sf.mc_pb_einstein_recommendations.htm&type=5

QUESTION 38

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

A. Salesforce Order Management synchronizes orders to and from B2C Commerce, which essentially replaces the Service Cloud Connector.

B. B2C Commerce order management does not support complex or advanced use cases.

C. The existing Service Cloud implementation team could extend the Salesforce Order Management product to the existing org.

D. 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.

E. Salesforce Order Management shares the same database with Service Cloud while other solutions need to build additional integration.

Correct Answer: B, C, E

Section:

Explanation:

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.

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

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

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

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

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

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

QUESTION 39

A university is considering using Experience Cloud so its students can interact with advisors who have Service Cloud licenses. The university would like to offer the easiest path for existing students to log in while still maintaining security. They have an on-premises Active Directory identity provider and use Google Workspace (formerly known as G Suite) for student email addresses.

What should a Solution Architect recommend?

A. Implement Social Sign On with OpenId Connect and Google Workspace as Auth Provider.

B. Implement Active Directory and Salesforce Identity for SAML delegated Single Sign On.

C. Implement Aloha template for students to access email with Salesforce Authenticator app.

D. Implement OAuth 2.0 authentication protocol with Google Workspace as Service Provider.

Correct Answer: A
Section:
Explanation:
A is correct because implementing Social Sign On with OpenID Connect and Google Workspace as Auth Provider is a simple and secure way to allow existing students to log in to Experience Cloud using their Google Workspace credentials1. This also eliminates the need for creating and managing separate user accounts in Experience Cloud.
B is incorrect because implementing Active Directory and Salesforce Identity for SAML delegated Single Sign On would require the university to set up and maintain a SAML identity provider and configure it with Salesforce Identity.This would be more complex and costly than using Social Sign On with Google Workspace2.
C is incorrect because implementing Aloha template for students to access email with Salesforce Authenticator app would not meet the requirement of using the existing Google Workspace email addresses.Aloha template is a pre-built template for Experience Cloud that provides email functionality, but it does not integrate with Google Workspace3. Salesforce Authenticator app is a mobile app that provides two-factor authentication, but it does not integrate with Google Workspace either.
D is incorrect because implementing OAuth 2.0 authentication protocol with Google Workspace as Service Provider would not meet the requirement of using the easiest path for existing students to log in. OAuth 2.0 is a protocol that allows users to authorize third-party applications to access their data, but it does not provide authentication or single sign on functionality.
1: https://help.salesforce.com/s/articleView?id=sf.networks_auth_provider_openid_connect.htm&type=5
2: https://help.salesforce.com/s/articleView?id=sf.identity_provider_saml.htm&type=5
3: https://help.salesforce.com/s/articleView?id=sf.networks_templates_aloha.htm&type=5
4: https://help.salesforce.com/s/articleView?id=sf.security_authenticator_app.htm&type=5
5: https://help.salesforce.com/s/articleView?id=sf.remoteaccess_oauth_web_server_flow.htm&type=5

QUESTION 40
Northern Trail Outfitters (NTO) wants to bring data from across all parts of their Salesforce Customer Success Platform Into the Marketing Cloud account. A Solution Architect recommends using Synchronized Data Sources In Contact Builder and Marketing Cloud Connect to Integrate multiple business units In their account.
Which API does the Solution Architect need to use with Marketing Cloud Connect for this integration?

A. Tooling API

B. REST API

C. SOAP API

D. Streaming API

Correct Answer: C
Section:
Explanation:
C is correct because Marketing Cloud Connect uses the SOAP API to integrate multiple business units in Marketing Cloud with Salesforce core orgs. The SOAP API enables data synchronization, triggered sends, journey builder integrations, and tracking data.
A is incorrect because the Tooling API is used to create and modify metadata in Salesforce core orgs, such as custom objects, fields, workflows, etc. It is not used for Marketing Cloud Connect integration.
B is incorrect because the REST API is used to access resources in Marketing Cloud, such as contacts, content, campaigns, etc. It is not used for Marketing Cloud Connect integration.
D is incorrect because the Streaming API is used to receive notifications of data changes in Salesforce core orgs, such as record updates, deletes, etc. It is not used for Marketing Cloud Connect integration.
: https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm
: https://developer.salesforce.com/docs/atlas.en-us.api_tooling.meta/api_tooling/intro_api_tooling.htm
: https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm
: https://developer.salesforce.com/docs/atlas.en-us.api_streaming.meta/api_streaming/intro_stream.htm

QUESTION 41
Northern Trail Outfitters (NTO) is at the beginning of an implementation of B2C Commerce and is now discussing the communication flow. They are designing the flows between systems to send password resets via email when a new account is created in B2C Commerce or the email address is updated.
Considering NTO also uses Service Cloud and Marketing Cloud, which feature should a Solution Architect suggest to optimize the end-customer experience while also ensuring that tracking is visible to service agents?

A. Service Cloud Email Service
B. Marketing Cloud Journey Event
C. Marketing Cloud Triggered Send
D. Commerce Cloud Email Service

Correct Answer: C
Section:
Explanation:
C is correct because Marketing Cloud Triggered Send is a feature that allows sending personalized emails based on events or actions in another system, such as B2C Commerce. Triggered Send can be used to send password reset emails when a new account is created or the email address is updated in B2C Commerce. Triggered Send also tracks email open and forward count in Marketing Cloud. To disable the coupon code after a single use, B2C Commerce can use coupon code restrictions based on redemption count.
A is incorrect because Service Cloud Email Service is a feature that allows receiving and processing inbound emails from customers in Service Cloud. It is not used to send password reset emails or track email open and forward count.
B is incorrect because Marketing Cloud Journey Event is a feature that allows triggering journeys based on events or actions in another system, such as B2C Commerce. Journey Event can be used to send password reset emails, but it is more suitable for complex or multi-step customer interactions, such as welcome series or re-engagement campaigns. Triggered Send is more efficient and simpler for single-step interactions, such as password reset.
D is incorrect because Commerce Cloud Email Service is a feature that allows sending transactional emails from B2C Commerce, such as order confirmation or shipping notification. It is not used to send password reset emails or track email open and forward count.
: https://help.salesforce.com/s/articleView?id=sf.mc_co_triggered_email_sends.htm&type=5
: https://help.salesforce.com/s/articleView?id=sf.mc_es_triggered_send_definition.htm&type=5
: https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/coupons/b2c_coupon_code_restrictions.html
: https://help.salesforce.com/s/articleView?id=sf.email_services.htm&type=5
: https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_events.htm&type=5
: https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/EmailService.html

QUESTION 42
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?

A. 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.
B. 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.
C. 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.
D. 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.

Correct Answer: B
Section:
Explanation:
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.
: https://help.salesforce.com/s/articleView?id=sf.mc_co_create_audience_segment.htm&type=5
: https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/coupons/b2c_creating_coupon_codes.html
: https://help.salesforce.com/s/articleView?id=sf.mc_co_abandoned_cart_journey.htm&type=5

QUESTION 43

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

A. Integrate product, order, and customer data feeds into Marketing Cloud Data Extensions

B. Integrate product, order, and customer data feeds into Service Cloud objects

C. Use Mulesoft to bring order and customer data feeds from B2C Commerce to Marketing Cloud

D. Implement the Marketing Cloud coilect.js through the storefront by using the Connector's reference implementation

Correct Answer: A, D

Section:

Explanation:

A is correct because integrating product, order, and customer data feeds into Marketing Cloud Data Extensions is a prerequisite for enabling an Abandoned Cart Journey. Data Extensions are tables that store data in Marketing Cloud and can be used to define audience segments and personalize messages.

D is correct because implementing the Marketing Cloud collect.js through the storefront by using the Connector's reference implementation is a prerequisite for enabling an Abandoned Cart Journey. The collect.js script tracks customer behavior on the storefront and sends data to Marketing Cloud using the Connector cartridge.

B is incorrect because integrating product, order, and customer data feeds into Service Cloud objects is not needed for enabling an Abandoned Cart Journey. Service Cloud objects are used to store data in Service Cloud and can be used to manage customer service cases and interactions.

C is incorrect because using Mulesoft to bring order and customer data feeds from B2C Commerce to Marketing Cloud is not needed for enabling an Abandoned Cart Journey. Mulesoft is a platform that provides integration solutions for various systems and applications.

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

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

QUESTION 44

A company is using both Service Cloud and B2C Commerce but they are not using Mulesoft or any other integration middleware and do not plan on adding that in the near future. However, there is a need to keep customer records in sync across both Service Cloud and B2C Commerce. When a change to the customer record in Service Cloud takes place, such as an updated customer name, the same customer record should be updated in B2C Commerce. Assume that there is a common ID that uniquely identifies the customer across the two systems.

How should a Solution Architect deliver the desired functionality?

A. Send a platform event from Service Cloud and subscribe to the platform event in B2C Commerce using the built-in functionality

B. Develop a custom solution in Service Cloud to consume and communicate with B2C Commerce APIs

C. Send an Outbound Message from Service Cloud and catch and handle the Outbound Message using the B2C Commerce APIs

D. Use change data capture to send a message from Service Cloud and catch and handle the message using B2C Commerce Service Cloud Connector

Correct Answer: B

Section:

Explanation:

A custom solution in Service Cloud can use Apex or Lightning Web Components to call the B2C Commerce APIs and update the customer records in B2C Commerce. This option provides the most flexibility and control over the integration logic and error handling. Platform events, outbound messages, and change data capture are not supported by B2C Commerce out of the box, so they would require additional development or middleware to handle them.

Reference:

https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_rest_code_sample_basic.htm

https://developer.salesforce.com/docs/component-library/documentation/en/lwc/lwc.data_wire_example

https://documentation.b2c.commercecloud.salesforce.com/DOC1/index.jsp?topic=%2Fcom.demandware.dochelp%2FOCAPI%2Fcurrent%2Fusage%2FRESTAPIs.html

QUESTION 45

An organization uses B2C Commerce to capture order details but needs to process the order in an ERP system. They want B2C Commerce to send a message to the ERP system with the order details after they have been entered, then wait for the order to be processed, and then receive a reply from the ERP system with the order number and status.
Which integration pattern should a Solution Architect use to meet this requirement?

A. Asynchronous Call-Out

B. Request and Reply

C. Batch Data Synchronization

D. Publish / Subscribe

Correct Answer: B
Section:
Explanation:
Request and reply is an integration pattern that allows a system to send a message to another system and wait for a response. This pattern is suitable for scenarios where the sender needs to receive an immediate confirmation or acknowledgment from the receiver. In this case, B2C Commerce needs to receive the order number and status from the ERP system after sending the order details.
Reference:
https://architect.salesforce.com/design/integration-patterns-and-practices/request-and-reply/
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementOverview.html

QUESTION 46
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 togged 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

A. NTO can use Marketing Cloud REST API for integrating with Service Cloud.

B. 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.

C. The Marketing REST API uses XML request and response bodies and resource endpoints to support multi-channel use.

D. NTO can use Marketing Cloud SOAP API for integrating with Service Cloud.

Correct Answer: A, D
Section:
Explanation:
Marketing Cloud provides both REST and SOAP APIs for integrating with other systems, including Service Cloud. Both APIs can be used to perform various operations such as creating, updating, or deleting data objects, triggering messages, retrieving tracking data, and more. The REST API uses JSON request and response bodies, while the SOAP API uses XML request and response bodies. The choice of API depends on the use case, preference, and compatibility of the systems involved.
Reference:
https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm
https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-getting-started.meta/mc-getting-started/get-started-with-marketing-cloud-apis.htm

QUESTION 47
A company uses B2C Commerce, Experience Cloud, and Marketing Cloud. Now the company wants to enable Social Login with Facebook, Google, and Twitter to increase their conversion rates. Currently, Customer Identity is in use and two types of accounts are available: Individual accounts and household accounts.
Which consideration should a Solution Architect keep in mind when configuring seamless cross-cloud identity?

A. The Commerce Cloud to Service Cloud connector supports both person account and contact accounts out-of-the-box.

B. Commerce Cloud will be the system of record for customer shopping data, including individual profile and authentication credentials.

C. Full access (full) scope will request access to all accessible data that the third-party provides.

D. To create the external authenticated profile in Commerce Cloud, Service Cloud will need to invoke a remote OAuth2 authentication request to Commerce Cloud.

Correct Answer: B
Section:
Explanation:
Product Catalogs are a type of data extension that contain product information for generating product recommendations using Einstein in Marketing Cloud. Product Catalogs can be configured natively to sync from B2C Commerce to Marketing Cloud using a point and click configuration in the Marketing Cloud Business Manager.
Reference: https://help.salesforce.com/s/articleView?id=sf.mc_pb_product_catalog.htm&type=5 https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration

QUESTION 48
A telecommunications company is implementing Service Cloud and Experience Cloud with a goal to have a single view of their customers. Current system limitations have resulted in many duplicate and incomplete customer records with inadequate data quality in the millions of records. They want this issue remediated when migrating the data to Service Cloud and Experience Cloud.
Which two activities and tools should a Solution Architect recommend to address these concerns when planning the data migration activity and assure it is completed in a timely manner?
Choose 2 answers

A. Q Duplicate Management in Salesforce can be used to identify and manage duplicate records.
B. Use an ETL tool with a staging database in order to run data cleansing tools to obtain a clean data set.
C. Iteratively test smaller loads against a developer or partial copy sandbox and the full load against a full copy sandbox.
D. Iteratively test smaller loads against a developer sandbox and the full load against a partial copy sandbox.

Correct Answer: B, C
Section:
Explanation:
B) An ETL (Extract, Transform, Load) tool is a software that can help extract data from multiple sources, transform it according to business rules, and load it into a target destination, such as Salesforce. An ETL tool can also help run data cleansing tools, such as deduplication, validation, standardization, and enrichment, to obtain a clean data set before migrating it to Salesforce. C. Iteratively testing smaller loads against a developer or partial copy sandbox and the full load against a full copy sandbox can help ensure the data migration is successful and error-free. A developer or partial copy sandbox can be used for testing the data quality, mapping, and transformation rules, while a full copy sandbox can be used for testing the performance, scalability, and integrity of the data migration.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/data-management-basics/data-management-basics-migrate https://help.salesforce.com/s/articleView?id=sf.data_sandbox_create.htm&type=5

QUESTION 49
A customer is currently implementing B2C Commerce and wants to use Marketing Cloud to send triggered emails like the Welcome Email, Order Confirmation, and Order Status Update Email. The customer is not interested in Sales or Service Cloud.
Which three steps are required to configure the Marketing Cloud for B2C Commerce storefront triggered emails?
Choose 3 answers

A. Configure data extensions in Marketing Cloud for B2C Commerce objects.
B. Extend the B2C Commerce storefront to trigger emails via Marketing Cloud's journey REST APIs.
C. Set up jobs in B2C Commerce to send catalog, product, order, and customer to Marketing Cloud SFTP.
D. Copy and paste the Collect Script within the head or body in the website template.
E. Update order.export custom object in B2C Commerce with the Marketing Cloud object data extension

Correct Answer: B, D, E
Section:
Explanation:
B) Extending the B2C Commerce storefront to trigger emails via Marketing Cloud's journey REST APIs allows the customer to send triggered emails based on customer behavior on the storefront, such as signing up, placing an order, or abandoning a cart. The REST APIs can also pass data attributes, such as order details or personalization information, to Marketing Cloud. D. Copying and pasting the Collect Script within the head or body in the website template allows the customer to track customer behavior on the storefront using Marketing Cloud's Web & Mobile Analytics feature. The Collect Script can also capture customer attributes, such as email address or contact key, and send them to Marketing Cloud. E. Updating order.export custom object in B2C Commerce with the Marketing Cloud object data extension allows the customer to map order data from B2C Commerce to Marketing Cloud using a point-and-click configuration in Business Manager. This enables order data synchronization between B2C Commerce and Marketing Cloud.
Reference: https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api

QUESTION 50
universal Containers (DC) is seeing an increased volume of customers browsing for higher-value items across multiple brands and longer cons/deration times before customers place orders based on what is in their shopping carts.
What are two tactics that a Solution Architect could recommend to understand how to optimize the checkout process'
Choose 2 answers

A. Create an Abandoned Cart journey by brand across all carts
B. Work with stakeholders to create a customer Journey map that improves conversions
C. Enable customer service to update and complete a cart transaction on behalf of the customer
D. Run reports on the value of cart Items and time since the last activity

Correct Answer: B, D
Section:
Explanation:
Working with stakeholders to create a customer journey map that improves conversions and running reports on the value of cart items and time since the last activity are two tactics that a Solution Architect could recommend to understand how to optimize the checkout process. A customer journey map is a visual representation of the steps and interactions that a customer goes through when engaging with a company or brand. It can help identify pain points, opportunities, and best practices for improving conversions. Running reports on the value of cart items and time since the last activity can help analyze the shopping behavior and preferences of customers, as well as identify potential reasons for cart abandonment.

QUESTION 51
Universal Containers is currently using B2C Commerce and Service Cloud for its commerce and service needs. A new CMO has recently Joined and has asked why there is such a strong disconnect between all their marketing systems and their commerce tool. They do not want to force a new marketing too* on all the business units but they do want all of them integrated, with commerce underlying all.
Which recommendation can a Solution Architect make that will work with their existing technology investments'

A. Recommend CDP to replace their existing marketing tools and maintain a single view into commerce with the Commerce CDP Connector
B. Recommend CRM Analytics to integrate with their existing marketing data sources and create a single view of the customer with the B2C Commerce Connector
C. Recommend CDP to integrate with their existing marketing tools and create individual profiles into commerce with the Commerce COP Connector
D. Recommend Marketing Cloud to integrate with their existing marketing tools and provide a single view into commerce with the B2C Commerce APIs

Correct Answer: C
Section:
Explanation:
Recommending CDP to integrate with their existing marketing tools and create individual profiles into commerce with the Commerce CDP Connector is a recommendation that a Solution Architect can make that will work with their existing technology investments. CDP is a platform that allows companies to unify, segment, activate, and analyze their customer data from multiple sources, including their existing marketing tools. CDP can also integrate with B2C Commerce using the Commerce CDP Connector, which enables bi-directional synchronization of individual profiles and customer groups between CDP and B2C Commerce. This way, the company can have a single view of their customers across all their marketing systems and their commerce tool, and provide personalized and consistent experiences.

QUESTION 52
Given that a company wants the purchase data from B2C Commerce In Sales Cloud, what standard objects from Sales Cloud should a Solution Architect map to B2C Commerce objects?

A. Individual, Opportunity, Purchase
B. Profile, Order, Opportunity
C. Account, Order, Pricebook
D. Contact, Order, Product

Correct Answer: D

Section:
Explanation:
Contact, Order, and Product are the standard objects from Sales Cloud that a Solution Architect should map to B2C Commerce objects. Contact represents a person who is a customer or a potential customer of the company. Order represents an order placed by a customer for one or more products. Product represents an item or service that the company sells. These objects can be mapped to B2C Commerce objects such as Customer, Order, and Product using the B2C Commerce APIs or the Commerce Cloud Connector.

QUESTION 53
Acme Ltd wants to Integrate B2C Commerce, Service Cloud, and Marketing Cloud. A Solution Architect was tasked with optimizing the integration by understand and which cloud is the ideal system of record for each piece of data.
Which two considerations will lead to an optimal design around systems of record?
Choose 2 answers

A. Lifetime engagement tracking and history, other data for personalization or segmentation should be mastered in Marketing Cloud
B. Heroku should be used to master ecommerce transactions, including order records, customer product affinity, and promotion eligibility
C. User consent information. Customer Journey flow. Counsel and compliance preferences should be mastered in B2C Commerce
D. Store primary attributes (name, address, birthday, phone, and email) about the customer in Service Cloud

Correct Answer: A, D
Section:
Explanation:
Marketing Cloud should be the system of record for lifetime engagement tracking and history, as well as other data for personalization or segmentation, as it is the system that collects and analyzes the customer's interactions and behaviors across multiple channels and touchpoints.Marketing Cloud can also use features like Audience Builder and Contact Builder to create unified customer profiles and segments based on various data sources3.
Service Cloud should be the system of record for storing primary attributes (name, address, birthday, phone, and email) about the customer, as it is the system 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 .

QUESTION 54
A luxury retailer is about to implement B2C Commerce and Marketing Cloud for their online presence. They are well known for being open with their customers when it comes to their customers' purchases. For example, if a customer asks for a record of their recent purchases, they provide it very quickly within their stores. They would like this to reflect in their online presence as well.
Given that requirement and the requirement to adhere to global data privacy acts, what are two out-of-the-box features the retailer should enable across these clouds when it comes to providing customers access to their own data?
Choose 2 answers

A. Use the Contact Data Portability report in Marketing Cloud to create a report containing subscriber data related to a single contact.
B. Use the Customer Data Snapshots report in Commerce Cloud to create a report containing purchaser data related to a single customer.
C. Use the Contact Data Snapshots report in Commerce Cloud to create a report containing purchaser data related to a single contact.
D. Use the Customer Data Portability report in Marketing Cloud to create a report containing subscriber data related to a single customer.

Correct Answer: A, B
Section:
Explanation:
A) The Contact Data Portability report in Marketing Cloud is a feature that allows creating a report containing subscriber data related to a single contact, such as email address, name, phone number, preferences, etc. This report can be used to provide customers access to their own data or comply with data privacy regulations, such as GDPR or CCPA. B. The Customer Data Snapshots report in Commerce Cloud is a feature that allows creating a report containing purchaser data related to a single customer, such as order history, payment methods, addresses, etc. This report can be used to provide customers access to their own data or comply with data privacy regulations, such as GDPR or CCPA.
Reference: https://help.salesforce.com/s/articleView?id=sf.mc_overview_contact_data_portability.htm&type=5
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/admin/b2c_customer_data_snapshots.html

QUESTION 55
A B2C Commerce merchant has multiple live sites across different brands and geographies all supported by Service Cloud and Marketing Cloud. Unfortunately, the merchant is having customer service challenges caused by

fragmented views of the customer. Customers occasionally use alternate email addresses, make purchases as guests, and contact customer service anonymously. The Success Manager believes that Customer Data Platform (CDP) could help them solve their problem.

How should a Solution Architect describe the role of CDP in this context7

A. CDP can be used to recognize customers as humans and extend existing records related to that human across connected systems with a consistent Global Party ID.

B. When CDP is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed by Customer 360 Data Manager.

C. CDP can be used to identify multiple records within each separate system representing the same person and assigning them a consistent Global Party ID; additional custom development is then required to relate those IDs between systems.

D. CDP cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.

Correct Answer: A
Section:
Explanation:
CDP is a feature that allows creating a unified and holistic view of the customer across different systems and channels. CDP can use various identifiers, such as email, phone, or social media, to recognize customers as humans and extend existing records related to that human across connected systems, such as B2C Commerce, Service Cloud, and Marketing Cloud. CDP can also assign a consistent Global Party ID to each human, which can be used as a unique identifier across the systems.
Reference: https://www.salesforceben.com/the-drip/complete-guide-to-customer-data-platforms-and-salesforce-cdp/

QUESTION 56
Universal Containers has been using Service Cloud and recently decided to implement Marketing Cloud. There are many data quality issues in Service Cloud like duplicates and incomplete email addresses. They want to use Marketing Cloud to send personalized communications.

Which two recommendations should a Solution Architect make when suggesting a migration strategy from an existing Service Cloud implementation to a new Marketing Cloud one?
Choose 2 answers

A. Fix the data quality issues in Service Cloud before migrating to Marketing Cloud.

B. Use Customer Data Platform (CDP) to synchronize data between Service Cloud and Marketing Cloud.

C. Map Contact, Lead, and Account objects within Marketing Cloud to enable personalization.

D. Build a custom connector between Service Cloud and Marketing Cloud that will remove the duplicates.

Correct Answer: A, C
Section:
Explanation:
A) Fixing the data quality issues in Service Cloud before migrating to Marketing Cloud can help avoid duplicate or incomplete contacts in Marketing Cloud, which can affect the contact count, billing, and personalization. Data quality issues can be fixed by using tools such as Data Loader, Duplicate Management, or ETL tools. C. Mapping Contact, Lead, and Account objects within Marketing Cloud can help enable personalization by using data from Service Cloud in email content or journeys. Mapping can be done by using Marketing Cloud Connect or Customer 360 Data Manager.
Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_sync_leads_and_contacts.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_map_salesforce_objects.htm&type=5

QUESTION 57
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

A. Individuals attributes such as name, address, birthday, and email

B. Customer journey flow

C. Order history

D. Customer product affinity

Correct Answer: B
Section:
Explanation:
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 58
A company wants to integrate B2C Commerce and Service Cloud with Order Management so that customers who are shopping online can receive support from service agents during returns, exchanges, and payments. The company wants to send order and transaction information to Service Cloud so that agents have the most up-to-date information when providing service to customers.
What capabilities of a B2C Commerce and Service Cloud integration can a service agent benefit from most?

A. Service agents leverage order cancellation but only with custom development.
B. Service agents leverage products, catalog, and inventory information directly in Service Cloud.
C. Service agents leverage order line items, shipment, and payment information in Service Cloud.
D. Service agents leverage the entire case history inside of B2C Commerce.

Correct Answer: C
Section:
Explanation:
This answer is correct because it describes the capabilities of a B2C Commerce and Service Cloud integration with Order Management that can benefit service agents most. By sending order and transaction information to Service Cloud, service agents can have a complete view of the customer's order history, status, and payment details, which can help them provide better service during returns, exchanges, and payments.
Reference: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

QUESTION 59
As part of a digital transformation initiative. Universal Containers (UC) wants to start a new project to implement Salesforce Platform, Marketing Cloud, and B2C Commerce. They have mapped the requirements and captured the user stories, including non-functional requirements. Almost all requirements touch all three clouds.
UC wants to go-live with all functionality in three years, but the executive team would like to see the benefits and return on investment sooner than that.
What should the Solution Architect recommend in order to align with the executive team's request7

A. Build and test the functionality across all clouds at once and deploy to production at the end of the three years.
B. Go-live with Sales and Service cloud functionality first, followed by Marketing Cloud, and then B2C Commerce.
C. Reduce the overall timeline by removing most non-functional requirements around reliability and performance.
D. A multi-phased approach with functionality across all clouds delivered to production in each phase.

Correct Answer: D
Section:
Explanation:
This answer is correct because it aligns with the executive team's request to see the benefits and return on investment sooner than three years. A multi-phased approach allows for incremental delivery of functionality across all clouds, which can provide value to the business and customers faster and more frequently.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process

QUESTION 60
Refer to the image below:
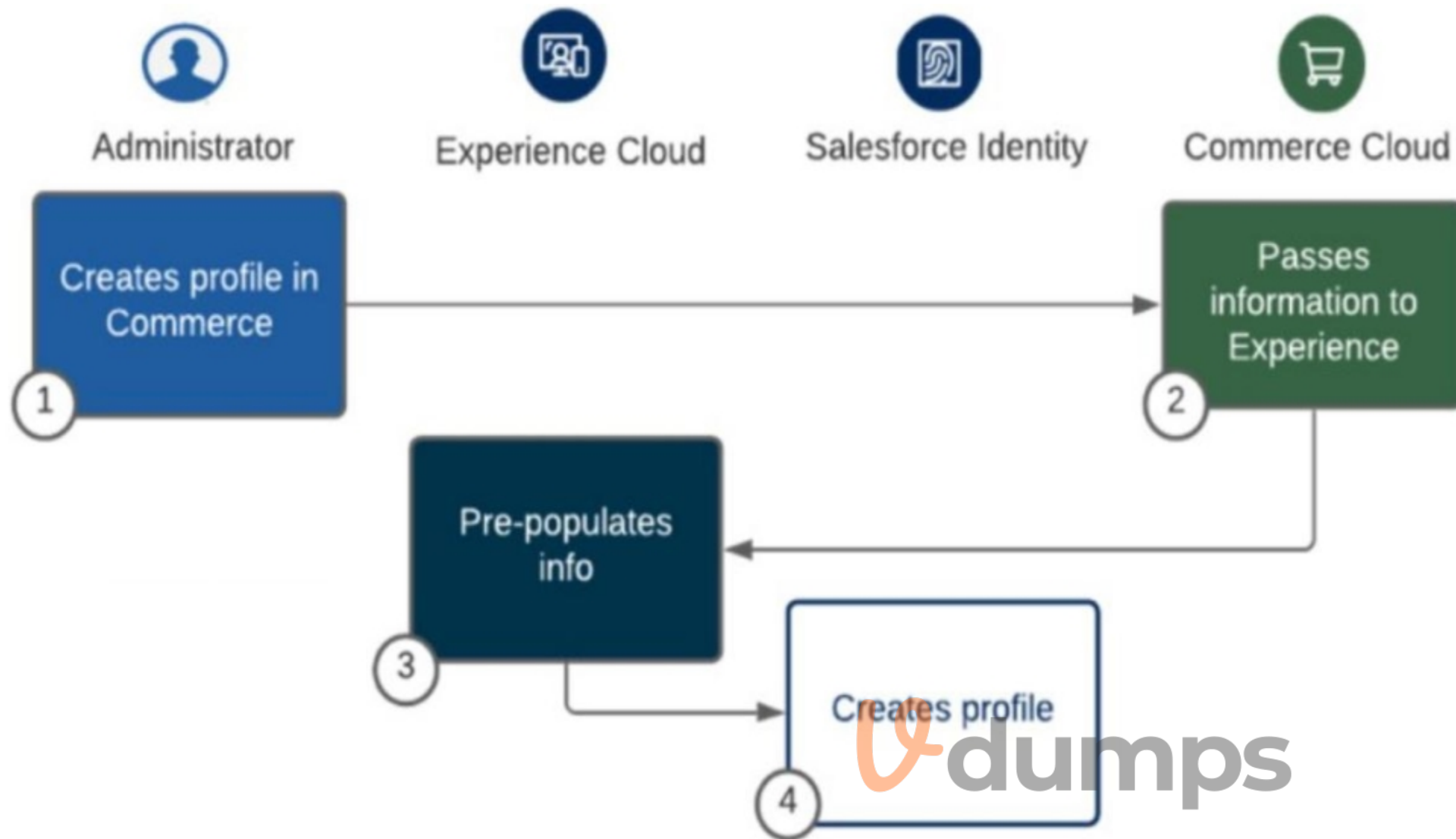
A brand is planning to re-platform their existing website onto B2C Commerce. As part of the re-platform they will create a new social community portal. They are going to implement B2C Commerce, Experience Cloud, and Salesforce Identity.
After reviewing the workflow, which system should a Solution Architect recommend to use as a primary authentication method while attempting to minimize migration of customer profile data?

A. Salesforce Core Platform/Identity

B. Salesforce CDP

C. Salesforce Marketing Cloud

D. Salesforce B2C Commerce

Correct Answer: A
Section:
Explanation:
This answer is correct because it minimizes the migration of customer profile data by using Salesforce Identity as the primary authentication method. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and Experience Cloud, and it can store customer profile data in a single place. This reduces the need to duplicate or sync customer data across multiple systems.
Reference: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

QUESTION 61
Northern Trail Outfitters (NTO) wants to unify customer data with a single identity for each customer across their eCommerce sites and communities. Communities are treated as an identity provider (IDP) for commerce enabling self-service support for products via knowledge articles, crowd-sourced knowledge, and Chatter.
What data should be maintained within Experience Cloud as the primary system?

A. Core profile data (name, email)

B. Shipping address

C. Payment methods

D. Communication preferences

Correct Answer: A
Section:
Explanation:
This answer is correct because core profile data (name, email) should be maintained within Experience Cloud as the primary system when using communities as an identity provider (IDP) for commerce. This ensures that customers have a consistent identity across both platforms and can access self-service support features in communities.
Reference: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

QUESTION 62
A company wants to use the Satesforce Platform to enable personalized l-l marketing, an online ordering platform, and a customer-centric support solution for their service agents. The goal of the company is to provide an end-to-end customer centric and personalized experience.
What is an example artifact that can be used to ensure the company understands the systems involved in the solution'

A. Journey map

B. Product backlog

C. Reference architecture

D. Storefront wireframes

Correct Answer: C
Section:
Explanation:
This answer is correct because a reference architecture is an example artifact that can be used to ensure the company understands the systems involved in the solution. A reference architecture provides a high-level overview of the components, integrations, and interactions of the solution, which can help the company visualize how the solution will work and what systems are required.
Reference: https://architect.salesforce.com/diagrams/framework/reference-architecture

QUESTION 63
An insurance company needs the ability to relate contacts to their workplace to track which services are paid by the employee benefits. Contacts receive emails to notify them of new policy offerings. Agents also need to relate adults in the same household who share access to financial resources and policy information to sign them up for the right policies. Adjusters need the ability to see and respond to claims from anyone in the household. Independent agents need daily access to customer data as well. Customers also need periodic access to claims and policy information for their household. The company also wants to track what data searches are performed by agents and adjusters on the platform to analyze their work.
Which products should a Solution Architect recommend in addition to Insurance for Financial Services and Experience Cloud to meet these needs?

A. Shield and Event Monitoring Analytics App, Pardot

B. Digital Engagement, Shield with Splunk, Social Engagement Studio

C. REST API Event Monitoring and Tableau CRM, Marketing Engagement Studio

D. Salesforce Field Service, Shield Encryption at rest. Digital Engagement

Correct Answer: A
Section:
Explanation:
A) Shield and Event Monitoring Analytics App, Pardot can help meet these needs by providing enhanced security, compliance, auditing, analytics, and marketing capabilities for the insurance company. Shield can help protect sensitive data with encryption, monitor user activity with event logs, enforce data retention policies with archiving, and comply with industry regulations with field audit trails. Event Monitoring Analytics App can help analyze user behavior, performance, adoption, and usage with prebuilt dashboards and reports. Pardot can help create personalized email campaigns, track customer engagement, automate lead generation, and measure marketing ROI.
Reference:

QUESTION 64
Northern Trail Outfitters (NTO) wants to consolidate various legacy commerce platforms into one centrally-managed platform on B2C Commerce. The IT department has been working extensively with web frameworks (such as React and Angular) in recent years and wants to leverage the benefits of B2C Commerce, but maintain the flexibility of the user experience using headless commerce.
Which three considerations, beyond user experience, should a Solution Architect consider before confirming a headless approach?
Choose 3 answers

A. Additional infrastructure (for example Heroku servers) may be required to host the application

B. Features that are available by default in the Storefront Reference Architecture (SFRA) app will need to be custom built in custom frameworks

C. Developers will still be required to use the Commerce SDK for security purposes

D. Available Service, Marketing, and LINK accelerators may not work without modifications when using a headless approach

E. Developers familiar with the web frameworks (React, Angular) will be familiar with the framework used by B2C Commerce

Correct Answer: A, B, D
Section:
Explanation:
A) Additional infrastructure (for example Heroku servers) may be required to host the application when using a headless approach. This can increase the complexity, cost, and maintenance of the solution. A Solution Architect should consider the trade-offs between flexibility and simplicity when choosing a headless approach. B. Features that are available by default in the Storefront Reference Architecture (SFRA) app will need to be custom built in custom frameworks when using a headless approach. This can increase the development time, effort, and risk of the solution. A Solution Architect should consider the benefits and drawbacks of using SFRA versus custom frameworks when choosing a headless approach. D. Available Service, Marketing, and LINK accelerators may not work without modifications when using a headless approach. This can limit the integration capabilities and functionality of the solution. A Solution Architect should consider the compatibility and extensibility of the accelerators when choosing a headless approach.
Reference:
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_headless.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_sfra.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_link.htm&type=5

QUESTION 65
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?

A. Sync Subscriber object.

B. A Sync Person Account object.

C. Sync Individual object.

D. Sync Contact object.

Correct Answer: B
Section:
Explanation:
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 66
A global merchant plans to use B2C Commerce, Service Cloud, and Marketing Cloud to support the shopper experience. They also plan on using Marketing Cloud Connect to integrate Service and Marketing Clouds and the Service Cloud Connector for B2C Commerce. The customers will receive SMS messages through Mobile Connect. One of the key requirements is to enable consent and profile management across the clouds.
Which two recommendations should a Solution Architect make as part of the solution?

Choose 2 answers

A. SMS opt-in will sync with Service Cloud when contact ID is the subscriber key in Marketing Cloud

B. Service Cloud profile data can be configured to sync to the Marketing Cloud profile center

C. Profile changes in B2C Commerce will sync to Service Cloud when person accounts are used

D. Shopper consent in B2C storefronts will sync to Service Cloud when person accounts are used

Correct Answer: A, C
Section:
Explanation:
A) SMS opt-in will sync with Service Cloud when contact ID is the subscriber key in Marketing Cloud. This can help enable consent and profile management across the clouds by allowing customers to opt-in or opt-out of SMS messages and reflecting their preferences in both Service Cloud and Marketing Cloud. This can also help comply with industry regulations and best practices for SMS marketing. C. Profile changes in B2C Commerce will sync to Service Cloud when person accounts are used. This can help enable consent and profile management across the clouds by allowing customers to update their profile information in B2C Commerce and syncing their changes to Service Cloud. This can also help maintain consistent and accurate customer data across different systems and platforms.
Reference:
https://help.salesforce.com/s/articleView?id=sf.mc_co_person_accounts.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_implement_marketing_cloud_connect.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_integration.htm&type=5

QUESTION 67
Universal Containers (UC) uses B2C Commerce, Marketing Cloud, and Salesforce OMS for their online sales capabilities. Given recent logistics constraints and challenges, many customers are asking UC for the ability to make their purchases online but pick them up at a local store or location (BOPIS).
Which consideration should a Solution Architect keep in mind when designing a solution for UC that would allow for this functionality?

A. Manage inventory data inside of Salesforce OMS so it is easier to parse by store.

B. Manage B2C Commerce geolocation data for stores on an order by order basis.

C. Manage inventory data inside of B2C Commerce so it is easier to parse by store.

D. Marketing Cloud Mobile Push is required for this solution and must be enabled.

Correct Answer: C
Section:
Explanation:
This answer is correct because managing inventory data inside of B2C Commerce makes it easier to parse by store and enable buy online pick up in store (BOPIS) functionality. B2C Commerce can store inventory information for multiple locations and provide real-time availability information to customers and service agents. B2C Commerce can also integrate with Salesforce OMS to manage order fulfillment and payment processing for BOPIS orders.
Reference: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_oms_integration.htm&type=5

QUESTION 68
A company uses B2C Commerce to capture customer orders and then uses an ETL tool to send the orders to an ERP system for processing. The company also uses Service Cloud and would like to display the processed orders in that system as well, in case their service reps need to refer to an order. However, the order data itself does not need to be copied.
Which tool can a Solution Architect use to meet this requirement?

A. Remote Process Invocation

B. Salesforce Connect

C. Streaming API

D. Batch Data Synchronization

Correct Answer: B

Section:
Explanation:
This answer is correct because Salesforce Connect can be used to display external data in Salesforce without copying or storing it. Salesforce Connect uses external objects to access data from an external system via an adapter. This way, the order data from the ERP system can be displayed in Service Cloud as read-only records without consuming additional storage space.
Reference: https://help.salesforce.com/s/articleView?id=sf.datacloud_connect.htm&type=5

QUESTION 69
A holding company owns and operates a large number of brands internationally. They are interested in migrating to a Salesforce multi-cloud solution to optimize IT spending across the brands. The brands would like to operate B2C Commerce sites supported by Service Cloud for their agents, and use Marketing Cloud to drive consumer engagement.
Given that the company has operations and customers in multiple countries around the world, which two recommendations should a Solution Architect make to ensure that customer experiences are compliant with all domestic and international regulations related to data privacy and security7
Choose 2 answers

A. Use a Service Cloud instance in every market in which they operate to ensure that data residency requirements are fulfilled.
B. When implementing an B2C Commerce storefront, consider providing shoppers a mechanism to download their data.
C. Consider implementing Customer Data Platform (CDP) to ensure compliance with data protection laws.
D. Consider implementing enhanced transaction security to apply appropriate actions to monitor and control Service Cloud user activity.

Correct Answer: B, C
Section:
Explanation:
These answers are correct because they are recommendations that can help ensure that customer experiences are compliant with all domestic and international regulations related to data privacy and security. Providing shoppers a mechanism to download their data can help comply with the right to access and portability under GDPR and other laws. Implementing Customer Data Platform (CDP) can help comply with data protection laws by providing tools to manage consent, preferences, and identity resolution across multiple channels and touchpoints.
Reference: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_gdpr.htm&type=5 https://www.salesforce.com/products/customer-data-platform/overview/

QUESTION 70
Northern Trail Outfitters (NTO) operates its website on B2C Commerce. NTO recently decided to update its Customer Service from a bespoke solution to Service Cloud.
NTO currently has around two million customer records in its B2C Commerce database that need to be migrated into Service Cloud.
What should a Solution Architect recommend to export all the customer data from B2C Commerce and import into Service Cloud without additional development7

A. Export the data using B2C Commerce APIs, and import it into Salesforce using Data Loader.
B. Export the data using B2C Commerce APIs, and import it into Salesforce using Data Import Wizard.
C. Export the data using Business Manager, and import it into Salesforce using the Data Import Wizard.
D. Export the data using Business Manager, and import it into Salesforce using Data Loader.

Correct Answer: D
Section:
Explanation:
This answer is correct because it is a way to export all the customer data from B2C Commerce and import into Service Cloud without additional development. Business Manager is a tool that allows B2C Commerce administrators to export customer data in CSV format. Data Loader is a tool that allows Salesforce administrators to import data from CSV files into Salesforce objects.
Reference: https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/BusinessManager/ExportingCustomerData.html https://developer.salesforce.com/docs/atlas.en-us.dataLoader.meta/dataLoader/data_loader.htm

QUESTION 71
Universal Containers (UC) is sending Invoice data from an external ERP system into their Salesforce org. Management is worried about data storage in their org, and after some analyses, they have identified the ERP Invoice records responsible for over 40% of the data storage. Their current business process does not require a Salesforce user to edit these records, so they can be read-only.
What recommendation should a Solution Architect make in order to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce?

A. Use Change Data Capture to sync Invoice records

B. Build a custom solution to view the ERP Invoice records in Salesforce

C. Use Platform Events to sync Invoice record changes

D. Use Salesforce Connect/External Objects (with custom Apex adapters)

Correct Answer: D
Section:
Explanation:
This answer is correct because it is a way to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce. Salesforce Connect/External Objects can be used to display external data in Salesforce without copying or storing it. Custom Apex adapters can be used to connect to any external system that has a web service API, such as an ERP system.
Reference: https://help.salesforce.com/s/articleView?id=sf.datacloud_connect.htm&type=5 https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_connector_intro.htm

QUESTION 72
Universal Containers (UC) wants to implement the right-to-be-forgotten requirement in their Salesforce org in order to be compliant with data privacy laws. This means that UC must delete, archive, or de-identify the data subject's PII in an org within 30 days of their request.
What should a Solution Architect recommend to implement this requirement'*

A. Implement a custom solution that allows system administrators to run a job to obscure or delete the data in the request scope.

B. Create a team who can manually review these requests and delete or obscure the data from all relevant systems.

C. Recommend Salesforce Privacy Center to manage how the Salesforce org retains, deletes, anonymizes, and transfers customer data.

D. Implement a soft delete strategy by marking the data as 'archived' or 'deleted' without actually deleting it.

Correct Answer: C
Section:
Explanation:
This answer is correct because Salesforce Privacy Center is a tool that helps satisfy customer requests and data privacy laws related to the right-to-be-forgotten requirement. Salesforce Privacy Center allows admins to create policies that delete, archive, or de-identify the data subject's PII in an org within 30 days of their request, without additional development.
Reference: https://help.salesforce.com/s/articleView?id=privacy_center.htm&type=5&language=en_US

QUESTION 73
Key business stakeholders have asked for a new business requirement that requires a multi-cloud solution design using self-service commerce, a service agent console, and marketing communication. A Solution Architect was brought in to lead the end-to-end solution design and delivery.
Which two actions should the Solution Architect take to accurately capture these requirements'
Choose 2 answers

A. Set up DevOps processes and environments in preparation for the discovery workshops.

B. Design the solution and hand it off to the delivery team to start to build and test it.

C. Include functional and technical experts across discovery workshops to ensure requirements and priorities are captured.

D. Draft a requirements and process document. Invite key business and technical/design team stakeholders to review and approve.

Correct Answer: C, D
Section:
Explanation:
These answers are correct because they are actions that a Solution Architect should take to accurately capture the requirements for a multi-cloud solution design. Including functional and technical experts across discovery workshops can help ensure that the requirements and priorities are captured from different perspectives and domains. Drafting a requirements and process document can help document the business needs, expectations, and constraints for the solution design. Inviting key business and technical/design team stakeholders to review and approve the document can help validate the requirements and ensure alignment.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process

QUESTION 74

A company is in the process of defining the right systems to deliver key capabilities for its B2C business. The company has about 2 million customers, each placing an average of 100 orders each year through its existing B2C Commerce platform.

The company needs a system that can:

* Deliver a full list of all customer orders throughout their engagement lifetime
* Provide lifetime engagement tracking and history of the customer
* Calculate the lifetime value of customers based on their orders

Which three systems should a Solution Architect recommend to meet the company's requirements'

Choose 3 answers

A. Salesforce Order Management

B. Service Cloud

C. Sales Cloud

D. Marketing Cloud

E. Heroku

Correct Answer: A, B, D

Section:

Explanation:

These answers are correct because they are systems that can meet the company's requirements for delivering a full list of all customer orders throughout their engagement lifetime, providing lifetime engagement tracking and history of the customer, and calculating the lifetime value of customers based on their orders. Salesforce Order Management can manage order lifecycle from capture to fulfillment across multiple channels. Service Cloud can provide a complete view of customer interactions across sales, service, marketing, and commerce. Marketing Cloud can track customer engagement across email, mobile, social, web, and more. CRM Analytics can provide insights into customer lifetime value based on order data and engagement history.

Reference: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_oms_integration.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.icx_b2c_crosscloudengagement_connectors.htm&language=en_US&type=5 https://www.salesforce.com/products/marketing-cloud/what-is-marketing-cloud/

QUESTION 75

Universal Containers is about to expand from their existing product efforts around watches into creating smart watches. These watches are intended to integrate with the users smart phone but also gather and collect health data from the watch and the phone. Universal Containers has never had to manage or work with health related data and are concerned about how to go further while still keeping their users trust.

What is a next step a Solution Architect should suggest to provide UC the kind of understanding they are looking for'?

Choose 1 answers

A. Run a Journey Mapping Workshop to understand the users' interactions with the system

B. Does the team need front-end development capabilities?

C. Run a Consequence Scanning Workshop to understand the impact of the work

D. Run a Requirements Gathering Workshop to start creating the build requirements

E. Speak with a Legal Expert in regards to HIPPA and PHI Data

Correct Answer: C

Section:

Explanation:

This answer is correct because it is a next step that a Solution Architect should suggest to provide UC the kind of understanding they are looking for regarding how to manage or work with health related data while still keeping their users trust. A Consequence Scanning Workshop is a method that helps identify potential positive and negative consequences of a product or service on people, society, and environment. It can help UC anticipate the impact of their work on their users' trust and privacy, and design solutions that mitigate risks and maximize benefits.

Reference: https://www.salesforce.com/blog/how-relationship-design-works/

QUESTION 76

A company is struggling to grow sales in a difficult retail climate and has tasked the Marketing team with improving their lead generation metrics. They have an existing database of customers going back five years, but there

are many duplicates, the data is not extensive, and is often outdated. This could mean the potential customer base is limited. They already use Marketing Cloud Journeys extensively and their management team is open to considering additional investments if they believe it can make a difference.

Which three actions should a Solution Architect take to help meet their need for improving lead generation metrics?

Choose 3 answers

A. Implement Audience Studio and integrate it with Marketing Cloud to bridge the divide between the known and the unknown customer

B. Implement Lead Queues in Sales Cloud to ensure that the Telesales teams are calling customers more efficiently

C. Implement a mobile app so that customers can more easily purchase products to drive higher sales

D. Use analytics tools such as Datorama to help improve accountability on campaign spend for digital advertising and marketing campaigns

E. Run a proof-of-concept of Customer 360 Data Manager to build unified customer identities, improving the ability to provide relevant personalization

Correct Answer: A, D, E
Section:
Explanation:
These answers are correct because they are actions that a Solution Architect should take to help meet the need for improving lead generation metrics. Implementing Audience Studio and integrating it with Marketing Cloud can help bridge the divide between the known and the unknown customer by capturing and activating data from multiple sources and channels. Using analytics tools such as Datorama can help improve accountability on campaign spend for digital advertising and marketing campaigns by providing insights into performance, ROI, and optimization. Running a proof-of-concept of Customer 360 Data Manager can help build unified customer identities by ingesting and matching data from different systems and creating a single source of truth for customer data.

Reference: https://help.salesforce.com/s/articleView?id=sf.mc_dmp_dmp.htm&language=en_US&type=5 https://www.salesforce.com/products/marketing-cloud/best-practices/datorama-marketing-intelligence/ https://www.salesforce.com/blog/customer-360-data-personalization/

QUESTION 77
A company uses a Salesforce solution to sell one-off products and subscription-based products to its customers. However, the company wants to let customers save their payment details when buying products online using credit cards, in order to facilitate a one-click ordering mechanism as well as an automatic payment for subscription-based item renewals.

What should a Solution Architect recommend to store payment information while still maintaining security and compliance?

A. Store Base64 encoded payment card details.

B. Hash and store the payment card details.

C. Store raw payment card details on the customer's profile.

D. Store a tokenized value for the payment card.

Correct Answer: D
Section:
Explanation:
This answer is correct because it is a way to store payment information while still maintaining security and compliance. A tokenized payment card is a method that replaces sensitive card data with a unique identifier or token that cannot be mathematically reversed. The actual card data is stored in a secure vault by a payment processor or gateway. This way, the company can facilitate one-click ordering and automatic payment without exposing or storing the actual card data.

Reference: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_payment_processing.htm&type=5

QUESTION 78
Universal Containers (UC) is in the process of implementing a B2C Commerce site for their storefront, and Experience Cloud for their support and help desk. UC wants to ensure that there is a single login and data experience between the two sites while also being relatively seamless.

Given the need for a single login experience, what should the primary system be for all authentication?

A. Salesforce Identity

B. B2C Commerce

C. Service Cloud

D. Experience Cloud

Correct Answer: A
Section:
Explanation:
This answer is correct because it is the primary system that should be used for all authentication between B2C Commerce site and Experience Cloud site. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and Experience Cloud, and it can provide a single login and data experience between the two sites. Salesforce Identity can also store customer profile data in a single place and sync it across systems.
Reference: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

QUESTION 79
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?

A. After each push from the partial data sandbox.
B. After user acceptance testing is complete.
C. After each major release to production.
D. After a new user is added to production.

Correct Answer: C
Section:
Explanation:
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 80
A retail company that sell fitness products Is implementing Service Cloud, B2C Commerce, and Marketing Cloud, In order to provide their customers with personalized recommendations, they are capturing and storing certain PII and health information. In order to adhers to compliance and regulations, they need to ensure shared data is encrypted across all platforms.
What features should a Solution Architect recommend to accomplish this?

A. Use Shield platform Encryption to encrypt data in Service Cloud, Enable Encrypted Data Sanding (EDS) in Marketing Cloud, and use B2C Commerce's crypto API.
B. Platform Encryption to encrypt data in Service Cloud, Marketing Cloud, and B2C Commerce.
C. Use Shield platform Encryption to encrypt data in Service Cloud and B2 Commerce. Data in Marketing Cloud is encrypted by default.
D. Use Shield Platform Encryption to encrypt data in Service Cloud, enable encryption at rest in Marketing Cloud, and enable encryption at rest in B2C Commerce.

Correct Answer: A
Section:
Explanation:
Shield Platform Encryption is a feature that allows you to encrypt sensitive data at rest in Service Cloud and B2C Commerce, while preserving platform functionality. Encrypted Data Sending (EDS) is a feature that allows you to send encrypted data from Service Cloud to Marketing Cloud using an encryption key that only you control. B2C Commerce's crypto API is a set of methods that allow you to encrypt and decrypt data using symmetric or asymmetric keys in your code.
[Salesforce Shield Platform Encryption Implementation Guide]
[Encrypted Data Sending (EDS) for Marketing Cloud]
[B2C Commerce Crypto API]

QUESTION 81
Northern Trail Outfitters (NTO) has been using B2C Commerce and Service cloud for the past year and wants to take the next step in its customer experience by implementing Marketing Cloud. NTO is focusing on email for the foreseeable future and wants all transactional messages---such as password reset and order confirmations---to go through Marketing Cloud rather than B2C Commerce.
Which three actions should a Solution Architect recommend to enable this functionality?

Choose 3 answers

A. Configure an API event in Process Builder along with an Email Activity with a transactional send classification.
B. Configure API integration credentials in Marketing Cloud to enable B2C Commerce to call Marketing Cloud.
C. Implement a server-side API callout in B2C Commerce for each of the required emails.
D. Implement a client-side API callout in B2C Commerce for each of the required emails.
E. Configure a Transactional Messaging API in Marketing Cloud and use a transactional send classification for each of the required emails.

Correct Answer: B, C, E
Section:
Explanation:
To enable transactional messages from B2C Commerce to Marketing Cloud, you need to configure API integration credentials in Marketing Cloud, which will generate an authentication token and a REST endpoint for your account. Then, you need to implement a server-side API callout in B2C Commerce for each of the required emails, which will use the authentication token and the REST endpoint to send the email data to Marketing Cloud. Finally, you need to configure a Transactional Messaging API in Marketing Cloud, which will allow you to create and manage transactional messages using REST API calls. You also need to use a transactional send classification for each of the required emails, which will indicate that the email is not subject to unsubscribe rules.
[API Integration]
[Transactional Messaging API]
[Send Classifications]

QUESTION 82
A luxury retailer Is about to implement B2C Commerce and Marketing Cloud for their online presence. They are well known for their privacy when it comes to their customers' purchases within their stores and would like that to reflect in their online presence as well.
Given that requirement and the requirement to adhere to global data privacy acts, what are two out-of-the-box features the retailer should enable across these clouds when it comes to their customers' privacy?
Choose 2 answers

A. Enable terms and conditions functionality within Marketing Cloud to have customers opt-In.
B. Determine the stopper's tracking preference using the B2C Commerce Shop API.
C. Use profile and preference center functionality for Marketing Cloud Email Studio to capture consent and opt-in confirmation.
D. Create cookies initially, then delete once the customer asks to deny.

Correct Answer: A, C
Section:
Explanation:
To adhere to global data privacy acts and respect customers' privacy, the retailer should enable terms and conditions functionality within Marketing Cloud, which will allow them to display a custom message and a checkbox for customers to agree before they can submit a form or join a list. The retailer should also use profile and preference center functionality for Marketing Cloud Email Studio, which will allow them to capture consent and opt-in confirmation from customers, as well as provide them with options to manage their email preferences and unsubscribe.
[Terms and Conditions]
[Profile and Preference Centers]

QUESTION 83
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?

A. Enable Contact to Multiple Accounts
B. Duplicate Matching Rules
C. Lightning Data Services
D. Customer Data Platform

Correct Answer: A, B
Section:
Explanation:
Enabling Contact to Multiple Accounts allows a single contact to be related to multiple accounts, which can prevent the creation of duplicate contacts with different primary accounts. Duplicate Matching Rules can help identify and prevent duplicate records based on the criteria and actions that you specify.

QUESTION 84
Which two considerations should the Solution Architect keep in mind while designing the solution for OOBO?
Choose 2 answers

A. Every REST call between B2C Commerce and Service Cloud counts towards API governor limits.

B. The OOBO shopping experience requires that Salesforce service agent users authenticate against the B2C Commerce environment before creating the shopping session.

C. Middleware, like Mulesoft, must be used to ensure the security and uptime of the integration between B2C Commerce and Service Cloud.

D. The Service Agent cannot order on behalf of the customer if the customer is offline.

Correct Answer: A, B
Section:
Explanation:
The REST calls between B2C Commerce and Service Cloud are subject to API governor limits, which can affect the performance and availability of the integration. The service agent users need to have B2C Commerce permissions and access keys to log in and place orders on behalf of registered storefront shoppers.

QUESTION 85
An organization is considering using the Lead object in Sales Cloud to track customers who have signed up for their newsletter. The goal is to add these customers to a Marketing Cloud nurture campaign. Once they make a purchase, the suggested design is to convert the Lead to a Contact record and associate the resulting Contact with a Marketing Cloud Subscriber.
What recommendation should a Solution Architect make to avoid implementation challenges?

A. Ensure that the Marketing Cloud Contact associated with the Lead is updated to reference the Contact after conversion.

B. Avoid using the Lead object by creating Contacts with different Record Types for prospects.

C. Delete the Marketing Cloud Contact associated with the Lead object after conversion.

D. Add prospects who have not created an account or made a purchase to Marketing Cloud directly without creating a Lead.

Correct Answer: A
Section:
Explanation:
This option ensures that the Marketing Cloud Contact is linked to the correct Salesforce record after the Lead is converted to a Contact, and that the contact utilization is not affected by duplicate records. The other options can result in data loss, inconsistent reporting, or unnecessary complexity.

QUESTION 86
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?

A. Rebuild the logic used in the external system using Apex.

B. Use the API callout component in Process Builder to retrieve the latest information from the external system during the loan application process.

C. Use an external object to store pricing and discount information.

D. Use the Apex callout to retrieve the latest information from the external system during the loan application process.

Correct Answer: D
Section:

Explanation:
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.

QUESTION 87
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 Loyalty 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

A. Curate tiered experiences in Marketing Cloud

B. Segment Individuals within CDP C.Q Segment Journeys within CDP

C. Curate tiered experiences in Loyalty Management

D. Create Journeys by tiers in Marketing Cloud

Correct Answer: A, C, D
Section:
Explanation:
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 88
An organization has a product catalog containing 500,000 unique SKUs and a total customer base of approximately 3 million customers, of which 250,000 are active in a given month. In order to better understand shopper behavior and build customer marketing journeys tailored to customer personas. the organization wants to track each product view event per customer and SKU across its commerce storefront.
Which integration and data storage architecture should a Solution Architect recommend to support this goal?

A. Store as B2C Commerce custom objects and, using jobs, transfer the data to Marketing Cloud on an hourly basis.

B. Store in a Marketing Cloud Data Extension, and use the Marketing Cloud APIs to update from B2C Commerce when a product is viewed on the storefront.

C. Leverage collect.js on the B2C Commerce storefront to track product page views which can be segmented in journeys using decision splits.

D. Store as records in Salesforce Platform custom objects, and use the Salesforce APIs to update from B2C Commerce and Marketing Cloud when a product is viewed on the storefront.

Correct Answer: C
Section:
Explanation:
Leveraging collect.js on the B2C Commerce storefront allows the organization to track product page views and other web analytics data using Marketing Cloud's Einstein Web Recommendations feature. This data can be used to segment customers in journeys using decision splits based on their product interests and behaviors.

QUESTION 89
Northern Trail Outfitters (NTO) wants incoming support cases to automatically be routed to the correct team based on customer purchases.
Which option should a Solution Architect configure to accomplish this7

A. Auto Response rules and Support Processes

B. Apex trigger on a Case object

C. Queues and Assignment rules

D. Auto-launched Flow with a Record Trigger

Correct Answer: C

Section:
Explanation:
Queues and Assignment rules are features of Service Cloud that allow incoming support cases to be automatically routed to the correct team or agent based on predefined criteria, such as customer purchases, case origin, or case priority.

QUESTION 90
Universal Containers (UC) Is utilizing B2C Commerce today and is considering utilizing CDP as a means of unifying all of their systems and recognize their existing customers as individuals across systems. They are about to install the Commerce Cloud CDP Connector and would like to understand how the unified profile process will work.
What configurations should a Solution Architect create to correctly identify unified profiles as individuals between CDP and B2C Commerce?

A. Create Data Segments within CDP and create customer groups within B2C Commerce with the CDP Data Segments

B. Create Customer Groups within B2C Commerce and create data segments within CDP with CDP Data Segments

C. Create Individuals within CDP and create customer groups within B2C Commerce with the correct segments

D. Create Data Segments within CDP and create customers within B2C Commerce with the CDP Data Segments

Correct Answer: C
Section:
Explanation:
Creating Individuals within CDP and creating customer groups within B2C Commerce with the correct segments are the configurations that a Solution Architect should create to correctly identify unified profiles as individuals between CDP and B2C Commerce. Individuals are the entities that represent a person in CDP and can be created from various data sources using identity resolution rules. Customer groups are the entities that represent a segment of customers in B2C Commerce and can be created using attributes or rules. The Commerce CDP Connector allows for bi-directional synchronization of Individuals and customer groups between CDP and B2C Commerce, enabling a unified profile process.

QUESTION 91
A university has several branded schools scattered across different colleges. Each of which has its own finances, business processes, and strategies for engaging students. They would like to introduce a university-wide communications strategy that allows their recruitment team to market to potential students globally while allowing each department to recruit existing students for its own programs. They are looking for art environment strategy across their potential purchases of Salesforce and Marketing Cloud.
What should a Solution Architect recommend to meet their needs?

A. Marketing Cloud and Marketing cloud Connect across multiple connected Salesforce orgs

B. Marketing Cloud with multiple business units connected to multiple existing Salesforce orgs with Marketing cloud Connect

C. Marketing Cloud with multiple business units and a single, consolidated Salesforce org spanning all departments

D. Marketing Cloud and a single, consolidated Salesforce org spanning all departments

Correct Answer: B
Section:
Explanation:
Marketing Cloud with multiple business units connected to multiple existing Salesforce orgs with Marketing Cloud Connect is the option that a Solution Architect should recommend to meet the university's needs. Marketing Cloud allows the university to create and execute personalized marketing campaigns across various channels and audiences. Multiple business units enable the university to have separate sub-accounts for each branded school or department, with different permissions, settings, and content. Multiple existing Salesforce orgs allow the university to maintain their existing finances, business processes, and strategies for each college or school. Marketing Cloud Connect enables the integration between Marketing Cloud and Salesforce orgs, allowing for data synchronization, cross-cloud reporting, and journey activation.

QUESTION 92
A financial services firm with many high net-worth individuals Is about to implement Service Cloud, Marketing Cloud, and Salesforce Platform. Given the nature of the individuals, they are often required to adhere to financial regulations and civil procedures in regards to their data. This often requires restricting their data processing.
Given that requirement, what are three considerations the financial services firm should be aware of when limiting data processing across these clouds?
Choose 3 answers

A. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact

B. Consider deleting all of the customer data in order to adhere to the requirements.

C. Restricting data within Service Cloud requires contacting a Service Cloud account representative.

D. Export relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data.

E. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative.

Correct Answer: A, D, E
Section:
Explanation:
These are three considerations that the financial services firm should be aware of when limiting data processing across these clouds. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact, as deleting a restricted contact will result in an error message. Exporting relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data is a best practice for complying with data requests or regulations. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative, as this feature is not available in the user interface.

QUESTION 93
Universal Containers currently has B2C Commerce and Marketing cloud for their commerce and marketing needs. They are concerned with the amount of abandoned carts they currently have with many of their customers and have requested to implement an abandoned cart solution.
What should a Solution Architect do first to accommodate a scalable and functional abandoned cart solution between B2C Commerce and Marketing Cloud?

A. Enable Collect Tracking within Marketing Cloud Personalization Builder
B. Install Customer Tracking within Commerce Cloud Cartridge
C. Enable Collect Tracking within Marketing Cloud Email Studio
D. Create Cart Abandonment Emails within Marketing Cloud Email Studio

Correct Answer: A
Section:
Explanation:
Enabling Collect Tracking within Marketing Cloud Personalization Builder is the first step that a Solution Architect should do to accommodate a scalable and functional abandoned cart solution between B2C Commerce and Marketing Cloud. Collect Tracking is a feature that allows Marketing Cloud to track web analytics data from B2C Commerce using collect.js code on the storefront pages. This data can be used to create Abandoned Cart Journeys in Marketing Cloud using Einstein Web Recommendations. The other steps are not necessary or optimal for this solution.

QUESTION 94
A merchant has implemented a custom solution on B2C Commerce, exposing a configurable outdoor table composed of multiple, different SKUs representing the table top, legs, hardware, cover, and optional extended warranty.
On the B2C Commerce storefront, customers can select from any in-stock options for each of the components to create their perfect table before check-out. Although the final product is presented to the customer as one table, inventory is tracked at the component level, and all of the component SKUs must be sent to the Order Management System in the resulting commerce order.
Which two solutions would allow the merchant to make this custom product experience available in Service Cloud to support the customer service rep purchasing and feature review''
Choose 2 answers

A. Create a custom Open Commerce API {OCAPI) endpoint on B2C Commerce to expose the custom product options and component availability in real time to support a custom experience in Service Cloud.
B. Create a custom B2C Commerce job to export custom product component data on a nightly basis and import into Service Cloud to support a custom experience.
C. Use hooks to extend the existing Open Commerce API (OCAPI) product endpoint with additional information about the custom product options and component availability in real time to support a custom experience in Service Cloud.

D. Use Customer Service Representative (CSR) Order on Behalf Of to access the existing B2C Commerce storefront as a CSR acting on behalf of a customer when making purchases or reviewing custom products.

Correct Answer: C, D
Section:
Explanation:
C) Hooks are a way to extend the existing OCAPI endpoints with custom logic and data. By using hooks, the merchant can add additional information about the custom product options and component availability to the OCAPI product endpoint, which can be consumed by Service Cloud to display the custom product experience. D. CSR Order on Behalf Of is a feature that allows a CSR to access the existing B2C Commerce storefront as a customer and perform actions on their behalf, such as making purchases or reviewing custom products. This feature can be enabled in Service Cloud using the Commerce Cloud Connector.
Reference: https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OCAPI/current/usage/Hooks.html
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/CSR/CSRorderonbehalfof.html

QUESTION 95
A company, currently using B2C Commerce and Service Cloud, has recently purchased and integrated Salesforce Order Management into its order flow. One of the first projects the company would like to complete is to allow its customers to purchase online and pick up their order in the store.
What flow should a Solution Architect suggest to facilitate this request'

A. B2C Commerce exports the order to Salesforce Order Management. Salesforce Order Management passes the order information to Service Cloud. Once the order is picked up by the customer, Service Cloud updates the final status in Salesforce Order Management.

B. B2C Commerce exports the order to Service Cloud. Service Cloud passes the order information to Salesforce Order Management. Once the order is picked up by the customer, Salesforce Order Management updates the final status in Service Cloud.

C. B2C Commerce exports the order to Salesforce Order Management. Salesforce Order Management passes the order information to Service Cloud. Once the order is picked up by the customer, Service Cloud sends the final status to B2C Commerce.

D. B2C Commerce exports the order to Service Cloud and Salesforce Order Management at the same time. Once the order is picked up by the customer, Service Cloud sends the final status to Salesforce Order Management and B2C Commerce.

Correct Answer: A
Section:
Explanation:
This flow allows the customer to purchase online and pick up their order in the store using B2C Commerce, Salesforce Order Management, and Service Cloud. B2C Commerce exports the order to Salesforce Order Management, which handles the order orchestration and fulfillment. Salesforce Order Management passes the order information to Service Cloud, which can be used by the store staff to check the order details and availability. Once the order is picked up by the customer, Service Cloud updates the final status in Salesforce Order Management, which can trigger notifications or invoices.
Reference: https://help.salesforce.com/s/articleView?id=sf.order_mgmt_overview.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.order_mgmt_service_cloud_integration.htm&type=5

QUESTION 96
A customer has been using Marketing Cioud with their existing (non-Salesforce) ecommerce site for more than 3 years and is now implementing Service Cloud to help improve the quality of support given to their customers.
While Service Cloud will be integrated with the ecommerce site and they want to use many Marketing Cloud Connect features, the customer is insisting on continuing to use the existing integration between the ecommerce site and Marketing Cloud until they move to Salesforce B2C Commerce (planned for the coming 2 years).
Which two concerns should the Solution Architect raise with the customer considering the approach they want to take?
Choose 2 answers

A. Additional Matching rules will need to be implemented in Service Cloud to ensure identities are merged before messaging in Marketing Cloud.

B. Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents.

C. Journey Builder will need to be used to update the Contact Key directly in Marketing Cloud to ensure the existing ecommerce site integration can continue to be used.

D. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date.

Correct Answer: B, D
Section:
Explanation:
B) Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents. Marketing Cloud Connect can only track email sends that

are initiated from Marketing Cloud or Salesforce CRM, not from an external ecommerce site. This means that the Service Agents will not have a complete view of the customer's email interactions or preferences. D. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date. Marketing Cloud Connect uses the Salesforce Contact ID or Lead ID as the contact key in Marketing Cloud, which is a unique identifier for each contact or lead. If the existing ecommerce site integration uses a different identifier, such as email address or customer ID, then it may create duplicate contacts in Marketing Cloud when syncing with Service Cloud. This can affect the contact count, billing, and personalization in Marketing Cloud.

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

QUESTION 97
An organization operating more than 20 beauty, personal care, and health brands wants to move from its on-premise CRM system to Service Cloud and Marketing Cloud. Because a customer's privacy and marketing preferences can vary based on the brand, the organization needs to track those preferences to run consent-based marketing campaigns.
Which consideration should a Solution Architect keep in mind with respect to consent preferences in Marketing Cloud with the consent data model?

A. A separate contact is required for each brand where consent is independently managed; the total count of contacts in Marketing Cloud can be larger than the number of individual customers.

B. When multiple brands are operated in a single org, the native relationship between Business, Brand, and Contact object helps distinguish privacy and consent preferences that vary between different brands.

C. Global consent governs all-or-nothing consent settings that should be managed on the Contact object to follow cross-cloud data strategy best practice using the contact ID as the primary key in Marketing Cloud.

D. When a subscriber unsubscribes without following the unsubscribe link provided in the message, the unsubscribe request is sent to Marketing Cloud directly and synchronized to the Salesforce Consent Data Model through Marketing Cloud Connect.

Correct Answer: A
Section:
Explanation:
This answer is correct because the consent data model in Marketing Cloud allows for multiple contacts per individual customer, each with their own consent preferences for different brands. This enables consent-based marketing campaigns across multiple brands in a single org.
Reference: https://help.salesforce.com/s/articleView?id=sf.mc_cab_consents.htm&type=5

QUESTION 98
A company contracted with a Satesforce implementation partner. A Solution Architect and a functional architect from the partner firm met with the business and IT stakeholders in the initial business discovery workshop. During that time, the Solution Architect gathered requirements about how the system needs to function in Salesforce with data flowing to downstream systems. The company also provided sketches of a potential user interface they want to see.
Which three actions should the Solution Architect take to ensure the right solution can be delivered?
Choose 3 answers

A. Capture functional specifications that contain business processes and expectations of how they translate to user interface behavior.

B. Design the annotated wireframes of the current user interface and finalize the future state data architectures.

C. Ask the company to describe system integrations and primary source of records to support business requirements.

D. Investigate the challenges that the company is experiencing with their existing setup and understand how they expect the future solution to solve those challenges.

E. Thank the company for providing solution specifications and deliver those to the technical team.

Correct Answer: A, C, D
Section:
Explanation:
These answers are correct because they are part of the solution design process that a Solution Architect should follow to ensure the right solution can be delivered. Capturing functional specifications, understanding system integrations and data sources, and identifying pain points and expected outcomes are essential steps to design a solution that meets the business needs and expectations.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process