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>> Arch-302 Exam Objectives <<

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## Salesforce Certified B2C Solution Architect Sample Questions (Q57-Q62):

### NEW QUESTION # 57

A retail company uses B2C Commerce and Marketing Cloud to enable cross-cloud communication on behalf of its customers. As part of the newsletter signup journey, the company would like to send a coupon code to each customer 3 days after registration. Once the coupon code has been redeemed, the company would like to alter the customer's journey to stop reminder emails. Which two configuration steps should a Solution Architect take to ensure the customer's journey is updated after the coupon code is used?

Choose 2 answers

- A. After purchase, use Marketing Cloud to request coupon redemption details from the B2C Commerce service definition.
- B. After purchase, use the B2C Commerce service definition to send redemption data to Marketing Cloud.
- C. Create a service definition in B2C Commerce that points to Marketing Cloud's REST API.
- D. Create a service definition in B2C Commerce that points to Marketing Cloud's SOAP API.

**Answer: B,C**

Explanation:

A: A service definition in B2C Commerce is a configuration that defines how B2C Commerce communicates with an external system, such as Marketing Cloud. By creating a service definition that points to Marketing Cloud's REST API, the company can enable B2C Commerce to call Marketing Cloud's endpoints for various purposes, such as triggering journeys or updating contact data. D. After purchase, the company can use the B2C Commerce service definition to send redemption data to Marketing Cloud using the REST API. This data can include the coupon code, the journey ID, and the contact key. Marketing Cloud can use this data to update the contact's journey status and stop sending reminder emails. References:

<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>

<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api>

**NEW QUESTION # 58**

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

**Answer: A,B,D**

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.

References:

- \* [API Integration]
- \* [Transactional Messaging API]
- \* [Send Classifications]

**NEW QUESTION # 59**

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. Marketing Cloud
- B. Salesforce Order Management
- C. Heroku
- D. Service Cloud
- E. Sales Cloud

**Answer: A,B,D**

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.

References: [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_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.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://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/>

## NEW QUESTION # 60

An organization wants to implement B2C Commerce, Marketing Cloud, and Service Cloud in a phased manner with the goal of keeping the overall project manageable and achieving a quick return on investment.

Their current legacy commerce system is home grown and has frequent, costly outages- making this the highest priority for replacement. The current marketing platform collects only basic analytics from email marketing campaigns and has no awareness of the larger customer context. Currently, the call center meets most customer needs but the process is time-consuming and forces the agent to interact with multiple disconnected systems.

Which two implementation strategies should a Solution Architect recommend when rolling out an integrated customer experience across B2C Commerce, Marketing Cloud, and Service Cloud?

Choose 2 answers

- A. Implement all three clouds at the same time; the primary identifiers for all three clouds must be synced to the others from the start in order to achieve a unified experience.
- B. Implement Service Cloud immediately after B2C Commerce in order to leverage the Service Cloud Contact ID as the Marketing Cloud Contact Key when Marketing Cloud is implemented later.
- C. Implement Marketing Cloud and Service Cloud together in one phase after B2C Commerce to ensure that they share a common view of the customer from the beginning.
- D. Implement Marketing Cloud immediately after B2C Commerce in order to leverage the Marketing Cloud Contact Key as the Service Cloud Contact ID when Service Cloud is implemented later.

### Answer: A,B

Explanation:

C: This implementation strategy allows the company to replace their legacy commerce system first, which is their highest priority, and then integrate it with Service Cloud to provide better customer service. By using the Service Cloud Contact ID as the Marketing Cloud Contact Key, the company can ensure a consistent and unified view of the customer across the Salesforce products when Marketing Cloud is implemented later. D.

This implementation strategy allows the company to achieve a unified customer experience across all three clouds from the start, but it also requires more resources and coordination to implement all three clouds at the same time. The primary identifiers for all three clouds must be synced to ensure data consistency and avoid duplication. References:

<https://trailhead.salesforce.com/content/learn/modules/marketing-cloud-contact-management/understand-contacts-and-contact-model-relationships>

## NEW QUESTION # 61

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

### Answer: B

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.

## NEW QUESTION # 62

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