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Salesforce Certified B2C Solution Architect Sample Questions (Q11-Q16):

NEW QUESTION # 11

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

Marketing Cloud.

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

Answer: B,C

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.

References:

* [Get Started with B2C Solution Architect Cert Prep - Trailhead]

* [Certification - B2C Solution Architect - Trailhead]

* B2C Solution Architect Certification Guide | Salesforce Ben

NEW QUESTION # 12

A merchant has a requirement to engage customers with a series of promotional messaging including a coupon offer generated in B2C Commerce. Reminder emails are sent to those customers who have not redeemed the coupon 10 and 2 days before its expiration.

Which three elements are required to support this scenario?

Choose 3 answers

- A. Marketing Cloud Installed Package
- B. B2C Commerce storefront
- C. Marketing Cloud Connect for Service to Marketing Cloud
- D. Service Cloud for support of coupons and redemption management
- E. B2C Commerce cartridge to call Marketing Cloud APIs

Answer: A,B,E

Explanation:

To enable the scenario of sending promotional emails with coupon offers generated in B2C Commerce, the following elements are required:

* A B2C Commerce cartridge to call Marketing Cloud APIs, such as the Transactional Messaging API, to trigger the email journey and pass the coupon code as a data attribute.

* A Marketing Cloud Installed Package to create an API integration between B2C Commerce and Marketing Cloud and provide authentication credentials and permissions.

* A B2C Commerce storefront to generate and manage the coupon codes and redemption logic.

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

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

https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/promotions/b2c_coupon_codes.html

NEW QUESTION # 13

Northern Trail Outfitters is migrating away from legacy system and is currently implementing Service Cloud, Marketing Cloud, and B2C Commerce to support their growing business needs. The business has asked a Solution Architect to propose a cross-cloud data mapping design that makes use of the strengths of each platform.

Which two recommendations should a Solution Architect include to the design?

Choose 2 answers

- A. Use an integration tool so there is no need to consider data mapping as part of the design.
- B. Ensure that the legacy systems data model is mapped and implemented as-is without any modifications to minimize data migration complexity.
- C. Document the data type and size constraints in each system to ensure entities are mapped correctly.
- D. Map B2C Commerce profile to Salesforce Platform Contact and to Marketing Cloud Contact.

Answer: C,D

Explanation:

Documenting the data type and size constraints in each system is important to ensure that the entities are mapped correctly and that no data is lost or corrupted during the integration process. Mapping B2C Commerce profile to Salesforce Platform Contact and to Marketing Cloud Contact is a best practice for cross- cloud data mapping design, as it allows for a consistent view of the customer across all platforms and enables cross-channel marketing and service capabilities.

NEW QUESTION # 14

An ecommerce company has one B2C Commerce Primary Instance Group with three storefronts and is considering Marketing Cloud for email messaging and customer journey orchestration. The company has a strong desire to implement product recommendations in their email messaging as well as implement the abandoned cart use-case.

Which two approaches should a Solution Architect recommend to ensure that the company can implement solutions that align with their requirements?

Choose 2 answers

- A. Implement abandoned cart using Marketing Cloud's Behavioral Trigger feature and create an abandonment journey for each storefront and their paired business unit. The B2C Commerce storefront must also be extended to re-create the customer's shopping cart with abandoned products.
- B. Implement abandoned cart using Marketing Cloud's Behavioral Trigger feature and create an abandonment journey for all three storefronts from a single business unit. Marketing Cloud will manage ensuring that product recommendations are storefront specific via Marketing Cloud Einstein.
- C. Implement a separate business unit for each B2C Commerce storefront to ensure that each storefront has its own Marketing Cloud product catalog from which product recommendations will be driven.
- D. Implement Marketing Cloud with a single business unit as that unit can share its product catalog across the three B2C Commerce storefronts and generate storefront-specific product recommendations.

Answer: A,C

Explanation:

This approach allows the company to have a separate business unit for each B2C Commerce storefront, which provides data segregation and customization for each market. Each business unit can have its own Marketing Cloud product catalog, which is a data extension that contains product information for generating product recommendations using Einstein. This approach allows the company to implement abandoned cart using Marketing Cloud's Behavioral Trigger feature, which can track customer behavior on the B2C Commerce storefront and trigger an email journey based on predefined rules. The abandonment journey can include product recommendations based on the products left in the cart. The B2C Commerce storefront must also be extended to re-create the customer's shopping cart with abandoned products using a link or button in the email. References:

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

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

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

NEW QUESTION # 15

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

Answer: B,C,F

Explanation:

A system is a software application or platform that provides specific functionality or capabilities for a business. A system can be either internal or external to Salesforce, depending on where it is hosted and how it is accessed. To deliver key capabilities for its B2C business, a company should use the following systems:

* Sales Cloud: Sales Cloud is a product that allows managing sales processes and activities across different channels and devices. Sales Cloud can help the company to deliver a full list of all customer orders throughout their engagement lifetime, by integrating with B2C Commerce and other systems to capture and display order information on customer records.

* Marketing Cloud: Marketing Cloud is a product that allows creating and delivering personalized marketing campaigns across different channels and devices. Marketing Cloud can help the company to provide lifetime engagement tracking and history of the customer, by integrating with B2C Commerce and other systems to collect and analyze customer behavior and interactions across touchpoints.

* Salesforce Order Management: Salesforce Order Management is a product that allows managing and fulfilling orders across different channels and systems. Salesforce Order Management can help the company to calculate the lifetime value of customers based on their orders, by integrating with B2C Commerce and other systems to aggregate and report on order revenue and profitability.

Option B is incorrect because Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. Option C is incorrect because Heroku is a platform that allows building, running, and scaling custom web applications using various languages and frameworks. Heroku does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. Option D is incorrect because Materials Written is not a system, but rather a term that refers to written documents or content that are used for communication or education purposes.

Materials Written does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. References:

* <https://www.salesforce.com/products/sales-cloud/overview/>

* <https://www.salesforce.com/products/marketing-cloud/overview/>

* <https://www.salesforce.com/products/commerce-cloud/ecommerce/order-management/>

NEW QUESTION # 16

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