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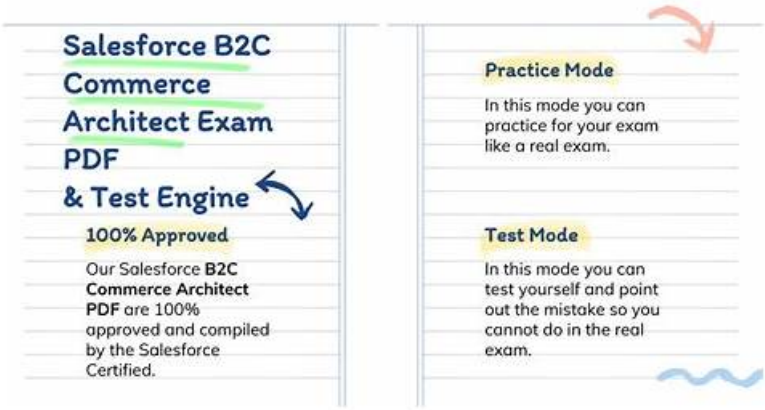

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Salesforce Certified B2C Commerce Architect Sample Questions (Q26-Q31):

NEW QUESTION # 26
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. 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. Consider using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months
- D. Configure Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder

Answer: A,D

NEW QUESTION # 27
An Architect isperforming an audit of production logs via Log Center and finds some potentially dangerous custom log output.
In which two ways It this log output Improper In a production environment? Choose 2 answers

- A. Information logs should not be used in a production environment
- B. The log information includes the customer's card CW (card security code) and expiration date, which violates PCI.
- C. The log information includes the order number and customer s email, which violates PCI.
- D. The log information includes the customer s cardname as it appears along with the credit card number (PAN), which violates PCI.

Answer: C,D

NEW QUESTION # 28
An Architect has been approached by the Business with a request to create a custom product finder. The finder would initially be available on only one site, and would eventually be extended to be available on all sites the Business maintains. There is a requirement that these wrings art also available to be used in a Job context for export to other systems.
Each site will have a different category avertable for use by the product finder.
Where should the Architect store the custom settings for use on both the storefront and in a job context?

- A. Category custom attributes
- B. Custom Object with a Site Scope
- C. Custom Object with an Organizational Scope
- D. Jobs Framework parameters

Answer: A

NEW QUESTION # 29
To properly configure your service connection to Salesforce Marketing Cloud your receive this configuration:
After making a call to this service you receive a ServiceUnavailableException. What could be the reason?

- A. Circuit Breaker is enabled on the service profile and max circuit breaker calls are reached in the allowed time interval.
- B. Force PRD Behavior in Non-PRD Environments option in the service configuration is checked.
- C. Rate Limit is reached.
- D. Commerce Cloud IP not whitelisted on Marketing Cloud.
- E. Service mode is Mocked.

Answer: A,C

NEW QUESTION # 30
During the discovery phase the client tells you that certain categories for the storefront will need dynamic categorization. What is the best approach to list under "New products" category the products that have been online less than 30 days in the website.

- A. None of these options are valid because this may not scale if used widely in a large catalog even though caching may prevent the storefront from hitting the search engine too hard.

- B. Create a new Search Refinement for "New products". To display products according products.activeData.daysAvailable
- C. Create a new sorting rule with products.activeData.daysAvailable for "New products" category.
- D. None of these options are valid even though they scale in large catalogs. Dynamic categorization is not available OOTB in Salesforce Commerce Cloud.

Answer: D

NEW QUESTION # 31

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