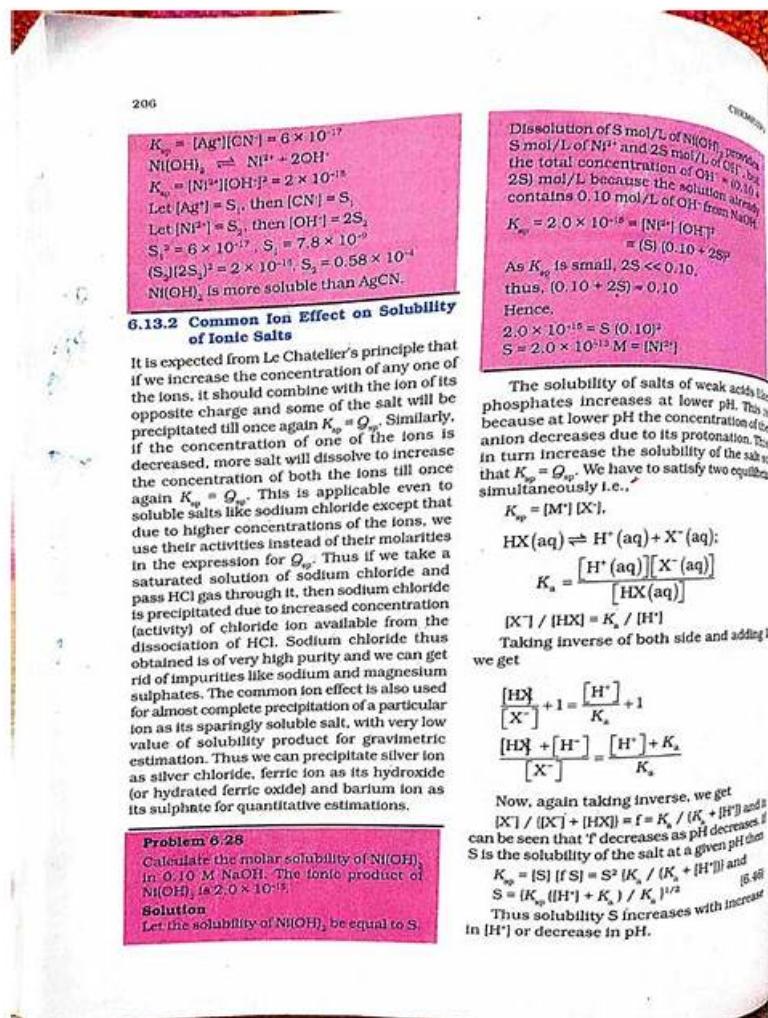# New Arch-302 New Real Exam Free PDF | Efficient Arch-302 Valid Practice Questions: Salesforce Certified B2C Solution Architect

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Salesforce Certified B2C Solution Architect Sample Questions (Q118-Q123):

NEW QUESTION # 118
An existing Salesforce customer has B2C Commerce, Service Cloud, and Marketing Cloud, but none of their customer data is integrated. Marketing Cloud has around 2 million subscribers using email address as the subscriber key, B2C Commerce has 750,000 registered customers, and Service Cloud only has records for about 50.000 customers who have previously created support cases or contacted customer service.
What is the optimum sequence of events a Solution Architect should follow when integrating customer data across these systems?

- A. Marketing Cloud Subscriber Key Migration, Enable Marketing Cloud Connect, Load Marketing Cloud Subscribers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Load B2C Commerce customers into Service Cloud
- B. Load B2C Commerce customers into Service Cloud, Load Marketing Cloud Subscribers Into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Marketing Cloud Subscriber Key Migration, Enable Marketing Cloud Connect
- C. Load B2C Commerce customers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Marketing Cloud Subscriber Key Migration, Load Marketing Cloud Subscribers into Service Cloud, Enable Marketing Cloud Connect
- D. Marketing Cloud Subscriber Key Migration, Load Marketing Cloud Subscribers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Load B2C Commerce customers into Service Cloud, Enable Marketing Cloud Connect

Answer: B

Explanation:
This sequence of events ensures that all customer data is integrated across the systems and that Marketing Cloud uses Service Cloud Contact IDs as the subscriber key. This allows for a consistent and unified view of the customer across the Salesforce products.
References: 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_marketing_cloud_connect.htm&type=5

NEW QUESTION # 119
Northern Trail Outfitters (NTO) wants to bring data from custom objects from its Salesforce Customer Success Platform into the Marketing Cloud account. NTO aims for a personalization of the customer journey with up-to-date Information and using dynamic content from multiple sources.
How can a Solution Architect ensure the expected data Is available within the Marketing Cloud?

- A. Utilize Synchronized Data Sources within Marketing Cloud.
- B. Implement a custom integration between Marketing Cloud and the Customer Success Platform.
- C. Install and configure Distributed Marketing to make content accessible.
- D. Use Marketing Cloud Connect to fetch the expected data using APIs at send time.

Answer: A

Explanation:
Synchronized Data Sources are a feature that allows accessing and integrating data from Sales Cloud or Service Cloud into Marketing Cloud for use in marketing activities. Synchronized Data Sources can help automate the data synchronization process and ensure that data is consistent and up-to-date across different Salesforce platforms. To ensure the expected data is available within Marketing Cloud, a Solution Architect should utilize Synchronized Data Sources within Marketing Cloud.

NEW QUESTION # 120
An organization wants to avoid sending post-purchase review emails until a customer has had a chance to receive and try out their order. The typical shipping duration is around 3 days, but the organization is unsure about how long it takes a customer to try the product once it has been delivered.
What should the company do to leverage its Salesforce product suite and optimize the open rates for its post- purchase emails?

- A. Use Salesforce Order Management to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Engagement Split with 1-, 2-, and 3-day Wait activity based on open rate to optimize the additional delay for product testing.

- B. Use B2C Commerce to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Einstein Engagement Split based on open rate to optimize the additional delay for product testing.
- C. Use B2C Commerce to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Engagement Split with 1-
  , 2-, and 3-day Wait activity
  based on open rate to optimize the additional delay for product testing.
- D. Use Salesforce Order Management to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Einstein Engagement Split based on open rate to optimize the additional delay for product testing.

Answer: B

Explanation:
B2C Commerce can trigger a Marketing Cloud post-purchase journey using the Transactional Messaging API.
Journey Builder can use a Wait activity to delay the email delivery based on a fixed duration or a date attribute. Einstein Engagement Split can use AI to determine the optimal path for each customer based on their engagement behavior, such as open rate.
References: https://developer.salesforce.com/docs/commerce
/sfra/marketing-cloud/transactional-messaging-api https://help.salesforce.com/s/articleView?id=sf.
mc_jb_wait_activity.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.
mc_jb_einstein_engagement_split.htm&type=5

NEW QUESTION # 121

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

Answer: C

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.

NEW QUESTION # 122

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. B2C Commerce order management does not support complex or advanced use cases.
- B. The existing Service Cloud implementation team could extend the Salesforce Order Management product to the existing org.
- C. 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.
- D. Salesforce Order Management synchronizes orders to and from B2C Commerce, which essentially replaces the Service Cloud Connector.
- E. Salesforce Order Management shares the same database with Service Cloud while other solutions need to build additional integration.

Answer: A,B,E

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.
References:
* 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
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NEW QUESTION # 123
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