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## Salesforce Certified B2C Solution Architect Sample Questions (Q144-Q149):

### NEW QUESTION # 144

An ecommerce company has one Primary Instance Group with three instances and one Secondary Instance Group with five sandboxes.

They are expanding and adding people in multiple locations to manage the storefront. They would like additional sandboxes to support their expansion efforts into new markets with new templates, scripts, and controllers.

Which approach should a Solution Architect recommend?

- A. Add a Tertiary Instance Group to add sandboxes to the existing realm
- B. Add a new realm for each new market to get additional sandboxes for each realm
- **C. Add new sandboxes to the Secondary Instance Group for the current realm**
- D. Add new instances to the Primary Instance Group for new sandboxes in each realm

**Answer: C**

Explanation:

The Secondary Instance Group is used for sandboxes in B2C Commerce. Adding new sandboxes to this group does not require creating a new realm or adding instances to the Primary Instance Group, which is used for production and staging instances.

References: <https://developer.salesforce.com/docs/commerce/b2c-commerce/guide/b2c-developer-sandboxes.html>

### NEW QUESTION # 145

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, 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
- **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, 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

**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_subscriber_key_migration.htm&type=5) [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_marketing\\_cloud\\_connect.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect.htm&type=5)

### NEW QUESTION # 146

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 implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit.
- B. 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.
- C. Marketing Cloud should serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier.
- 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.

**Answer: A,B**

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.

References:

- \* [Get Started with B2C Solution Architect Cert Prep - Trailhead]
- \* [Certification - B2C Solution Architect - Trailhead]
- \* [B2C Solution Architect Certification Guide | Salesforce Ben]

#### **NEW QUESTION # 147**

universal Containers (DC) is seeing an increased volume of customers browsing for higher-value items across multiple brands and 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 understand how to optimize the checkout process? Choose 2 answers

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

**Answer: C,D**

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.

#### **NEW QUESTION # 148**

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 security? Choose 2 answers

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

**Answer: A,D**

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. References: [https://help.salesforce.com/s/articleView?id=sfb2c\\_commerce\\_gdpr.htm&type=5](https://help.salesforce.com/s/articleView?id=sfb2c_commerce_gdpr.htm&type=5) <https://www.salesforce.com/products/customer-data-platform/overview/>

## NEW QUESTION # 149

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