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Salesforce Certified B2C Solution Architect Sample Questions (Q40-Q45):

NEW QUESTION # 40

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

Answer: B,D,E

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_service_cloud_integration.htm&type=5

[https://help.salesforce.com/s/articleView?id=sf.icx_b2c_crosscloudengagement_connectors.](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 # 41

A customer is currently implementing B2C Commerce and wants to use Marketing Cloud to send triggered emails like the Welcome Email, Order Confirmation, and Order Status Update Email. The customer is not interested in Sales or Service Cloud.

Which three steps are required to configure the Marketing Cloud for B2C Commerce storefront triggered emails?

Choose 3 answers

- A. Extend the B2C Commerce storefront to trigger emails via Marketing Cloud's journey REST APIs.
- B. Set up jobs in B2C Commerce to send catalog, product, order, and customer to Marketing Cloud SFTP.
- C. Update order.export custom object in B2C Commerce with the Marketing Cloud object data extension
- D. Copy and paste the Collect Script within the head or body in the website template.
- E. Configure data extensions in Marketing Cloud for B2C Commerce objects.

Answer: A,C,D

Explanation:

B: Extending the B2C Commerce storefront to trigger emails via Marketing Cloud's journey REST APIs allows the customer to send triggered emails based on customer behavior on the storefront, such as signing up, placing an order, or abandoning a cart. The REST APIs can also pass data attributes, such as order details or personalization information, to Marketing Cloud. D. Copying and pasting the Collect Script within the head or body in the website template allows the customer to track customer behavior on the storefront using Marketing Cloud's Web & Mobile Analytics feature. The Collect Script can also capture customer attributes, such as email address or contact key, and send them to Marketing Cloud. E. Updating order.export custom object in B2C Commerce with the Marketing Cloud object data extension allows the customer to map order data from B2C Commerce to Marketing Cloud using a point-and-click configuration in Business Manager.

This enables order data synchronization between B2C Commerce and Marketing Cloud. 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>
https://help.salesforce.com/s/articleView?id=sf.mc_pb_web_and_mobile_analytics.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_with_commerce_cloud.htm&type=5

NEW QUESTION # 42

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. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
- **B. Consider using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months**
- **C. Configure Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder**
- D. Use SMS as a channel due to its significantly higher engagement rate as compared to email

Answer: B,C

Explanation:

* Option A is correct because configuring Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder is a valid recommendation to improve the success of the automated campaign. Einstein Retargeting Recommendations uses machine learning to identify customers who are likely to purchase again based on their past behavior and preferences, and automatically creates segments for Journey Builder to send personalized messages and offers.

* Option D is correct because using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months is a valid recommendation to improve the success of the automated campaign. Einstein Discovery uses advanced analytics and AI to analyze data from multiple sources and generate predictive insights and recommendations. A retargeting score can help the company prioritize and target customers who have a high probability of buying again.

* Option B is incorrect because using SMS as a channel due to its significantly higher engagement rate as compared to email is not a valid recommendation to improve the success of the automated campaign.

SMS may have a higher engagement rate than email, but it also has a higher cost and a lower personalization potential. SMS should be used sparingly and strategically for time-sensitive or urgent messages, not for general re-engagement campaigns.

* Option C is incorrect because generating personalized coupon codes in B2C Commerce and sending them through Marketing Cloud to be able to effectively track impact of campaigns is not a valid recommendation to improve the success of the automated campaign. Personalized coupon codes may increase conversions and loyalty, but they also reduce margins and profitability. Coupon codes should be used selectively and carefully for customers who have a high lifetime value or a high retargeting score, not for all customers who made purchases in the last 24 months.

References:

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

* [Certification - B2C Solution Architect - Trailhead]

* B2C Solution Architect Certification Guide | Salesforce Ben

NEW QUESTION # 43

A holding company owns and operates a large number of brands internationally. They are interested in migrating from a home-grown solution to a Salesforce multi-cloud solution as part of a new digitalization initiative to optimize IT spending across the brands. The brand any 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 Brazil Canada Europe Japan Russia and the United States, 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. Use Salesforce Connect to leverage external data sources that are located within the corresponding country that the Materials customer resides in.**

- B. Utilize Shield to handle the encryption of data across all Salesforce products for all fields required to be geo-fenced.
- C. Enable Transparent Data Encryption in Marketing Cloud to ensure that Marketing engagement data is encrypted at rest. Written
- D. Use a Service Cloud instance in every market in which they operate to ensure that data residency requirements are fulfilled.

Answer: A,B

Explanation:

Shield is a set of security tools that can help protect sensitive data across Salesforce products, including encryption, auditing, and monitoring. Shield can help comply with data privacy and security regulations that require geo-fencing or data residency. Salesforce Connect is a feature that allows accessing data from external sources without storing it in Salesforce. Salesforce Connect can help comply with data privacy and security regulations that restrict cross-border data transfers or require data localization. References: <https://www.salesforce.com/products/platform/products/shield/> https://help.salesforce.com/s/articleView?id=sf.data_source_connect.htm&type=5

<https://www.salesforce.com/products/platform/products/shield/> https://help.salesforce.com/s/articleView?id=sf.data_source_connect.htm&type=5

NEW QUESTION # 44

A company actively uses CI/CD processes for its Service Cloud implementation and is adding Marketing Cloud and Marketing Cloud Connect to its architecture. Under the current setup, each developer has their own developer sandbox. Developers merge their changes into a sandbox for QA regularly, and then once every week, changes are moved to staging, then from staging to production instances. Which setup should a Solution Architect propose to support this development approach considering costs and data segregation?

- A. Set up one Marketing Cloud instance for production, and create a Marketing Cloud sandbox to connect to each of the Service Cloud sandboxes.
- B. Set up one Marketing Cloud instance with a business unit for production and one business unit for testing which is connected to all Service Cloud sandboxes.
- C. Set up one Marketing Cloud instance to use with sandboxes for testing and replicate all changes to production.
- D. Set up one Marketing Cloud instance for each sandbox in Service Cloud in order to guarantee data segregation.

Answer: A

Explanation:

A Marketing Cloud sandbox is a separate instance that can be used for testing and development purposes. It can be connected to multiple Service Cloud sandboxes using Marketing Cloud Connect. This setup allows data segregation and cost efficiency, as opposed to creating multiple Marketing Cloud instances or business units. References: https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_sandbox.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_co_connect_multiple_salesforce_orgs.htm&type=5

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

NEW QUESTION # 45

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