

How to Pass the Salesforce Arch-302 Exam With Good Scores



This free Salesforce Certified B2C Solution Architect (Arch-302) exam questions demo download facility is available in all three Arch-302 exam dumps formats. Just choose the best TopExamCollection Salesforce Certified B2C Solution Architect (Arch-302) exam demo questions format and download it quickly. If you think that Arch-302 exam dumps can work for you then take your buying decision.

It is universally accepted that in this competitive society in order to get a good job we have no choice but to improve our own capacity and explore our potential constantly, and try our best to get the related Arch-302 certification is the best way to show our professional ability, however, the exam is hard nut to crack and there are so many Arch-302 Preparation questions related to the exam, it seems impossible for us to systematize all of the key points needed for the exam by ourselves.

[>> Arch-302 Test Simulator Online <<](#)

Accurate Salesforce Arch-302 Study Material | Arch-302 Certification Questions

Your final purpose is to get the Arch-302 certificate. So it is important to choose good Arch-302 study materials. In fact, our aim is the same with you. Our Arch-302 learning questions have strong strengths to help you pass the exam. Maybe you still have doubts about our Arch-302 Exam Braindumps. We have statistics to prove the truth that the pass rate of our Arch-302 practice engine is 98% to 100%.

Salesforce Certified B2C Solution Architect Sample Questions (Q132-Q137):

NEW QUESTION # 132

A large cosmetics company is planning a customer marketing campaign this summer that allows early access to new product launches in exchange for consent to contact participants through text or email. Future communications to those who 'opt-in' includes information on future product launches, store events, and holiday promotions.

The company plans to offer a 'preference center' within the commerce experience, where authenticated users can opt-in or opt-out of various methods of direct communication.

In which two ways should a Solution Architect define the appropriate systems and methods for user registration and communication preferences, and recommend where native platform functionality within each platform may need to be extended?

Choose 2 answers

- A. Use native B2C Commerce registration options during the browse and checkout experience, and extend these features to provide an opt-in or opt-out communication preference center on a secure page within the same storefront UI.
- B. Implicitly enroll all customers in direct mobile communications during checkout, and allow customers to opt-in or opt-out of all services via email sent by Marketing Cloud.
- C. Allow customers to unsubscribe via email with one click, and opt-in or opt-out of specific communication methods through a hosted preference center.
- D. Allow cookie consent to auto-enable email and/or mobile communications directly to the customer.

Answer: A,C

Explanation:

* Option B is correct because allowing customers to unsubscribe via email with one click is a best practice for email marketing and compliance with anti-spam laws, and allowing customers to opt-in or opt-out of specific communication methods through a hosted preference center is a way to provide more granular control and personalization for customers.

* Option C is correct because using native B2C Commerce registration options during the browse and checkout experience is a way to capture customer information and consent, and extending these features to provide an opt-in or opt-out communication preference center on a secure page within the same storefront UI is a way to leverage the existing B2C Commerce platform and provide a consistent user experience.

* Option A is incorrect because allowing cookie consent to auto-enable email and/or mobile communications directly to the customer is not a valid or sufficient way to obtain customer consent for direct marketing purposes, and may violate privacy laws and regulations.

* Option D is incorrect because implicitly enrolling all customers in direct mobile communications during checkout is not a valid or sufficient way to obtain customer consent for direct marketing purposes, and may violate privacy laws and regulations. Additionally, allowing customers to opt-in or opt-out of all services via email sent by Marketing Cloud is not a user-friendly or secure way to manage customer preferences.

References:

* [Certification - B2C Solution Architect - Trailhead]

* [Study for the B2C Solution Architect Certification | Salesforce - Trailhead]

* [B2C Solution Architect Certification Guide | Salesforce Ben]

NEW QUESTION # 133

A financial services firm with many high net-worth individuals is about to implement Service Cloud, Marketing Cloud, and Salesforce Platform. Given the nature of the individuals, they are often required to adhere to financial regulations and civil procedures in regards to their data. This often requires restricting their data processing.

Given that requirement, what are three considerations the financial services firm should be aware of when limiting data processing across these clouds?

Choose 3 answers

- A. Restricting data within Service Cloud requires contacting a Service Cloud account representative.
- B. Consider deleting all of the customer data in order to adhere to the requirements.
- C. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact
- D. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative.
- E. Export relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data.

Answer: C,D,E

Explanation:

These are three considerations that the financial services firm should be aware of when limiting data processing across these clouds.

Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact, as deleting a restricted contact will result in an error message. Exporting relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data is a best practice for complying with data requests or regulations. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative, as this feature is not available in the user interface.

NEW QUESTION # 134

A company wants to integrate B2C Commerce and Marketing Cloud so that customers shopping online can be segmented for marketing campaigns like Abandoned Cart and Post Purchase Journeys.

Which two actions are needed to enable an Abandoned Cart Journey?

Choose 2 answers

- **A. Implement the Marketing Cloud collect.js through the storefront by using the Connector's reference implementation**
- **B. Integrate product, order, and customer data feeds into Marketing Cloud Data Extensions**
- C. Use Mulesoft to bring order and customer data feeds from B2C Commerce to Marketing Cloud
- D. Integrate product, order, and customer data feeds into Service Cloud objects

Answer: A,B

Explanation:

* A is correct because integrating product, order, and customer data feeds into Marketing Cloud Data Extensions is a prerequisite for enabling an Abandoned Cart Journey. Data Extensions are tables that store data in Marketing Cloud and can be used to define audience segments and personalize messages.

* D is correct because implementing the Marketing Cloud collect.js through the storefront by using the Connector's reference implementation is a prerequisite for enabling an Abandoned Cart Journey. The collect.js script tracks customer behavior on the storefront and sends data to Marketing Cloud using the Connector cartridge.

* B is incorrect because integrating product, order, and customer data feeds into Service Cloud objects is not needed for enabling an Abandoned Cart Journey. Service Cloud objects are used to store data in Service Cloud and can be used to manage customer service cases and interactions.

* C is incorrect because using Mulesoft to bring order and customer data feeds from B2C Commerce to Marketing Cloud is not needed for enabling an Abandoned Cart Journey. Mulesoft is a platform that provides integration solutions for various systems and applications.

References:

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

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

NEW QUESTION # 135

Northern Trail Outfitters (NTO) wants to use Salesforce as a front end for creating accounts using the lead-to-opportunity process. When an opportunity is closed or won, an order must be created in the ERP, which manages orders. The organization has an Enterprise Service Bus (ESB) that supports the CometD protocol.

Which two integration approaches or steps should a Solution Architect recommend for this scenario?

Choose 2 answers

- A. Define a new platform event in the back-end system for the order details and then create a Process Builder process to initiate the platform event when the opportunity status changes to Closed-Won.
- B. Enable ESB to publish to the platform event using the CometD protocol and notify the back-end ERP system to create the order synchronously.
- **C. Define a new platform event in Salesforce and then create a Process Builder process to publish a platform event when the opportunity status changes to Closed-Won.**
- **D. Enable ESB to subscribe to the platform event using the CometD protocol and notify the back-end ERP system to create the order asynchronously.**

Answer: C,D

Explanation:

* A is correct because defining a new platform event in Salesforce and publishing it with Process Builder when the opportunity status changes to Closed-Won is a valid way to trigger an integration with the ESB using the CometD protocol.

* D is correct because enabling ESB to subscribe to the platform event using the CometD protocol and notifying the back-end ERP system to create the order asynchronously is a valid way to handle the integration with the ERP system using a publish-subscribe model.

* B is incorrect because publishing to a platform event using the CometD protocol requires an Apex trigger, not a Process Builder process. Also, creating the order synchronously would not be advisable as it would introduce latency and dependency on the ERP system's availability.

* C is incorrect because defining a new platform event in the back-end system for the order details would not be possible as platform events are Salesforce-specific objects that can only be defined within Salesforce.

References:

- * : https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_intro_emp.htm
- * : https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_subscribe.htm
- * : https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_publish_apex.htm
- * : https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_define.htm

NEW QUESTION # 136

An insurance company needs the ability to relate contacts to their workplace to track which services are paid by the employee benefits. Contacts receive emails to notify them of new policy offerings. Agents also need to relate adults in the same household who share access to financial resources and policy information to sign them up for the right policies. Adjusters need the ability to see and respond to claims from anyone in the household. Independent agents need daily access to customer data as well. Customers also need periodic access to claims and policy information for their household. The company also wants to track what data searches are performed by agents and adjusters on the platform to analyze their work.

Which products should a Solution Architect recommend in addition to Insurance for Financial Services and Experience Cloud to meet these needs?

- A. Salesforce Field Service, Shield Encryption at rest, Digital Engagement
- **B. Shield and Event Monitoring Analytics App, Pardot**
- C. Digital Engagement, Shield with Splunk, Social Engagement Studio
- D. REST API Event Monitoring and Tableau CRM, Marketing Engagement Studio

Answer: B

Explanation:

A: Shield and Event Monitoring Analytics App, Pardot can help meet these needs by providing enhanced security, compliance, auditing, analytics, and marketing capabilities for the insurance company. Shield can help protect sensitive data with encryption, monitor user activity with event logs, enforce data retention policies with archiving, and comply with industry regulations with field audit trails. Event Monitoring Analytics App can help analyze user behavior, performance, adoption, and usage with prebuilt dashboards and reports. Pardot can help create personalized email campaigns, track customer engagement, automate lead generation, and measure marketing ROI. References:

- * <https://www.salesforce.com/products/platform/products/salesforce-shield/>
- * <https://www.salesforce.com/products/platform/products/event-monitoring-analytics-app/>
- * <https://www.salesforce.com/products/marketing-cloud/best-marketing-automation-software/>

NEW QUESTION # 137

.....

Salesforce certification Arch-302 exams has a pivotal position in the IT industry, and I believe that a lot of IT professionals agree with it. Passing Salesforce certification Arch-302 exam has much difficulty and needs to have perfect IT knowledge and experience. Because after all, Salesforce certification Arch-302 exam is an authoritative test to inspect examinees' IT professional knowledge. If you have got a Salesforce Arch-302 Certification, your IT professional ability will be approved by a lot of IT company. TopExamCollection also has a pivotal position in IT training industry. Many IT personnels who have passed Salesforce certification Arch-302 exam used TopExamCollection's help to pass the exam. This explains why TopExamCollection's pertinence training program is very effective. If you use the training material we provide, you can 100% pass the exam.

Accurate Arch-302 Study Material: <https://www.topexamcollection.com/Arch-302-vce-collection.html>

You can also enjoy free update for one year if you buy Arch-302 study materials from us, and the update version will be sent to your email automatically, therefore in the following year, you can get the free update version without spending money, Although this version can only be run on the windows operating system, the software version our Arch-302 guide materials is not limited to the number of computers installed, you can install the software version in several computers, Our Arch-302 training guide are high quality and efficiency test tools for all people.

If your site is down, a visitor can turn to a million others, Arch-302 Developers looking to improve their modern Python skills, You can also enjoy free update for one year if you buy Arch-302 study materials from us, and the update version will be sent Arch-302 Certification Questions to your email automatically, therefore in the following year, you can get the free update version without spending money.

