

Arch-302試験の準備方法 | 信頼的なArch-302最新試験情報試験 | 100%合格率のSalesforce Certified B2C Solution Architect試験解答

Salesforce B2C Solution Architect Certification Details	
Exam Code	B2C Solution Architect
Full Exam Name	Salesforce Certified B2C Solution Architect
No. of Questions	60
Online Practice Exam	Salesforce Certified B2C Solution Architect Practice Test
Sample Questions	Salesforce B2C Solution Architect Sample Questions
Passing Score	63%
Time Limit	120 minutes
Exam Fees	- Registration fee: USD 400 - Retake fee: USD 200
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>> Arch-302最新試験情報 <<

Arch-302試験解答 & Arch-302資格参考書

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Salesforce Certified B2C Solution Architect 認定 Arch-302 試験問題 (Q111-Q116):

質問 # 111

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. 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

- B. 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
- C. 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
- D. 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

正解: A

解説:

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

質問 # 112

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 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.
- B. 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.
- 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 Einstein Engagement Split 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 Engagement Split with 1-, 2-, and 3-day Wait activity based on open rate to optimize the additional delay for product testing.

正解: C

解説:

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](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

質問 # 113

A merchant has a requirement to engage customers with a series of promotional messaging including a coupon offer generated in B2C Commerce. Reminder emails are sent to those customers who have not redeemed the coupon 10 and 2 days before its expiration.

Which three elements are required to support this scenario?

Choose 3 answers

- A. B2C Commerce cartridge to call Marketing Cloud APIs
- B. B2C Commerce storefront
- C. Marketing Cloud Installed Package
- D. Marketing Cloud Connect for Service to Marketing Cloud

- E. Service Cloud for support of coupons and redemption management

正解: A、B、C

解説:

To enable the scenario of sending promotional emails with coupon offers generated in B2C Commerce, the following elements are required:

- * A B2C Commerce cartridge to call Marketing Cloud APIs, such as the Transactional Messaging API, to trigger the email journey and pass the coupon code as a data attribute.
- * A Marketing Cloud Installed Package to create an API integration between B2C Commerce and Marketing Cloud and provide authentication credentials and permissions.
- * A B2C Commerce storefront to generate and manage the coupon codes and redemption logic.

References: <https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api>

<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>

https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochehelp/content/b2c_commerce/topics/promotions/b2c_coupon_codes.html

質問 # 114

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 for each sandbox in Service Cloud in order to guarantee data segregation.
- 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 with a business unit for production and one business unit for testing which is connected to all Service Cloud sandboxes.

正解: A

解説:

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

質問 # 115

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 tool* 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 integrate with their existing marketing tools and create individual profiles into commerce with the Commerce COP 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 Marketing Cloud to integrate with their existing marketing tools and provide a single view into commerce with the B2C Commerce APIs
- D. Recommend CDP to replace their existing marketing tools and maintain a single view into commerce with the Commerce CDP Connector

正解: A

解説:

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.

質問 # 116

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Arch-302試験解答: <https://www.pass4test.jp/Arch-302.html>

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- Arch-302関連日本語内容 □ Arch-302資料勉強 □ Arch-302認定資格試験 □ ➡ www.mogixexam.com □ にて限定無料の（ Arch-302 ）問題集をダウンロードせよ Arch-302関連資格試験対応
- 信頼的・権威のある Arch-302最新試験情報試験-試験の準備方法Arch-302試験解答 □ ➡ www.goshiken.com □□□に移動し、{ Arch-302 }を検索して、無料でダウンロード可能な試験資料を探しますArch-302クラウドメディア
- Arch-302日本語認定対策 □ Arch-302試験過去問 □ Arch-302資料勉強 □ Open Webサイト ➡ www.goshiken.com □検索> Arch-302 <無料ダウンロードArch-302基礎訓練
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- [illegible]

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