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Salesforce Certified B2C Solution Architect Sample Questions (Q152-Q157):

NEW QUESTION # 152

A company has B2C Commerce and Marketing Cloud. The Marketing team wants to match up the purchasing data from B2C Commerce to the Marketing Cloud subscriber data.

Which two objects from B2C Commerce should a Solution Architect map to Marketing Cloud in order to meet the company's needs?

Choose 2 answers

- A. Customer
- B. Orders
- C. Profile
- D. Contact

Answer: A,B

Explanation:

- * Option B is correct because orders should be mapped from B2C Commerce to Marketing Cloud in order to meet the company's needs. Orders contain purchasing data such as order number, order date, order total, order status, and order items, which can be used for marketing purposes such as segmentation, personalization, and reporting.
- * Option C is correct because customer should be mapped from B2C Commerce to Marketing Cloud in order to meet the company's needs. Customer contains subscriber data such as customer ID, email address, first name, last name, and phone number, which can be used for marketing purposes such as identification, communication, and targeting.
- * Option A is incorrect because contact is not an object from B2C Commerce, but rather an object from Service Cloud or Sales Cloud. Contact contains customer data such as name, email address, phone number, and account ID, which can be used for marketing purposes if integrated with Marketing Cloud via Marketing Cloud Connect.
- * Option D is incorrect because profile is not an object from B2C Commerce, but rather an object from Experience Cloud or Sales Cloud. Profile contains user data such as username, password, role, and permissions, which can be used for authentication and authorization purposes if integrated with Marketing Cloud via Salesforce Identity or Marketing Cloud Connect.

References:

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

NEW QUESTION # 153

A global merchant plans to use B2C Commerce, Service Cloud, and Marketing Cloud to support the shopper experience. They also plan on using Marketing Cloud Connect to integrate Service and Marketing Clouds and the Service Cloud Connector for B2C Commerce. The customers will receive SMS messages through Mobile Connect. One of the key requirements is to enable consent and profile management across the clouds.

Which two recommendations should a Solution Architect make as part of the solution?

Choose 2 answers

- A. **Profile changes in B2C Commerce will sync to Service Cloud when person accounts are used**
- B. Shopper consent in B2C storefronts will sync to Service Cloud when person accounts are used
- C. Service Cloud profile data can be configured to sync to the Marketing Cloud profile center
- D. **SMS opt-in will sync with Service Cloud when contact ID is the subscriber key in Marketing Cloud**

Answer: A,D

Explanation:

A: SMS opt-in will sync with Service Cloud when contact ID is the subscriber key in Marketing Cloud. This can help enable consent and profile management across the clouds by allowing customers to opt-in or opt-out of SMS messages and reflecting their preferences in both Service Cloud and Marketing Cloud. This can also help comply with industry regulations and best practices for SMS marketing. C. Profile changes in B2C Commerce will sync to Service Cloud when person accounts are used. This can help enable consent and profile management across the clouds by allowing customers to update their profile information in B2C Commerce and syncing their changes to Service Cloud. This can also help maintain consistent and accurate customer data across different systems and platforms. References:

- * https://help.salesforce.com/s/articleView?id=sf.mc_co_person_accounts.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.mc_co_implement_marketing_cloud_connect.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sfb2c_commerce_integration.htm&type=5

NEW QUESTION # 154

Northern Trail Outfitters (NTO) is at the beginning of an implementation of B2C Commerce and is now discussing the communication flow. They are designing the flows between systems to send password resets via email when a new account is created in B2C Commerce or the email address is updated.

Considering NTO also uses Service Cloud and Marketing Cloud, which feature should a Solution Architect suggest to optimize the end-customer experience while also ensuring that tracking is visible to service agents?

- A. **Marketing Cloud Triggered Send**
- B. Commerce Cloud Email Service
- C. Service Cloud Email Service
- D. Marketing Cloud Journey Event

Answer: A

Explanation:

* C is correct because Marketing Cloud Triggered Send is a feature that allows sending personalized emails based on events or actions in another system, such as B2C Commerce. Triggered Send can be used to send password reset emails when a new account is created or the email address is updated in B2C Commerce. Triggered Send also tracks email open and forward count in Marketing Cloud. To disable the coupon code after a single use, B2C Commerce can use coupon code restrictions based on redemption count.

* A is incorrect because Service Cloud Email Service is a feature that allows receiving and processing inbound emails from customers in Service Cloud. It is not used to send password reset emails or track email open and forward count.

* B is incorrect because Marketing Cloud Journey Event is a feature that allows triggering journeys based on events or actions in another system, such as B2C Commerce. Journey Event can be used to send password reset emails, but it is more suitable for complex or multi-step customer interactions, such as welcome series or re-engagement campaigns. Triggered Send is more efficient and simpler for single-step interactions, such as password reset.

* D is incorrect because Commerce Cloud Email Service is a feature that allows sending transactional emails from B2C Commerce, such as order confirmation or shipping notification. It is not used to send password reset emails or track email open and forward count.

References:

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

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

* : https://documentation.b2ccommercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/coupons/b2c_coupon_code_restrictions.html

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

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

* : <https://documentation.b2ccommercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/EmailService.html>

NEW QUESTION # 155

An organization has a product catalog containing 500,000 unique SKUs and a total customer base of approximately 3 million customers, of which 250,000 are active in a given month. In order to better understand shopper behavior and build customer marketing journeys tailored to customer personas, the organization wants to track each product view event per customer and SKU across its commerce storefront.

Which integration and data storage architecture should a Solution Architect recommend to support this goal?

- A. Store as records in Salesforce Platform custom objects, and use the Salesforce APIs to update from B2C Commerce and Marketing Cloud when a product is viewed on the storefront.
- B. Leverage collect.js on the B2C Commerce storefront to track product page views which can be segmented in journeys using decision splits.
- C. Store as B2C Commerce custom objects and, using jobs, transfer the data to Marketing Cloud on an hourly basis.
- D. Store in a Marketing Cloud Data Extension, and use the Marketing Cloud APIs to update from B2C Commerce when a product is viewed on the storefront.

Answer: B

Explanation:

Leveraging collect.js on the B2C Commerce storefront allows the organization to track product page views and other web analytics data using Marketing Cloud's Einstein Web Recommendations feature. This data can be used to segment customers in journeys using decision splits based on their product interests and behaviors.

NEW QUESTION # 156

A company is struggling to grow sales in a difficult retail climate and has tasked the Marketing team with improving their lead generation metrics. They have an existing database of customers going back five years, but there are many duplicates, the data is not extensive, and is often outdated. This could mean the potential customer base is limited. They already use Marketing Cloud Journeys extensively and their management team is open to considering additional investments if they believe it can make a difference.

Which three actions should a Solution Architect take to help meet their need for improving lead generation metrics?

Choose 3 answers

- A. Use analytics tools such as Datorama to help improve accountability on campaign spend for digital advertising and marketing campaigns
- B. Implement Lead Queues in Sales Cloud to ensure that the Telesales teams are calling customers more efficiently

- C. Implement Audience Studio and integrate it with Marketing Cloud to bridge the divide between the known and the unknown customer
- D. Run a proof-of-concept of Customer 360 Data Manager to build unified customer identities, improving the ability to provide relevant personalization
- E. Implement a mobile app so that customers can more easily purchase products to drive higher sales

Answer: A,C,D

Explanation:

These answers are correct because they are actions that a Solution Architect should take to help meet the need for improving lead generation metrics. Implementing Audience Studio and integrating it with Marketing Cloud can help bridge the divide between the known and the unknown customer by capturing and activating data from multiple sources and channels. Using analytics tools such as Datorama can help improve accountability on campaign spend for digital advertising and marketing campaigns by providing insights into performance, ROI, and optimization. Running a proof-of-concept of Customer 360 Data Manager can help build unified customer identities by ingesting and matching data from different systems and creating a single source of truth for customer data.

References: https://help.salesforce.com/s/articleView?id=sf.mc_dmp_dmp.htm&language=en_US&type=5 <https://www.salesforce.com/products/marketing-cloud/best-practices/datorama-marketing-intelligence/> <https://www.salesforce.com/blog/customer-360-data-personalization/>

NEW QUESTION # 157

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