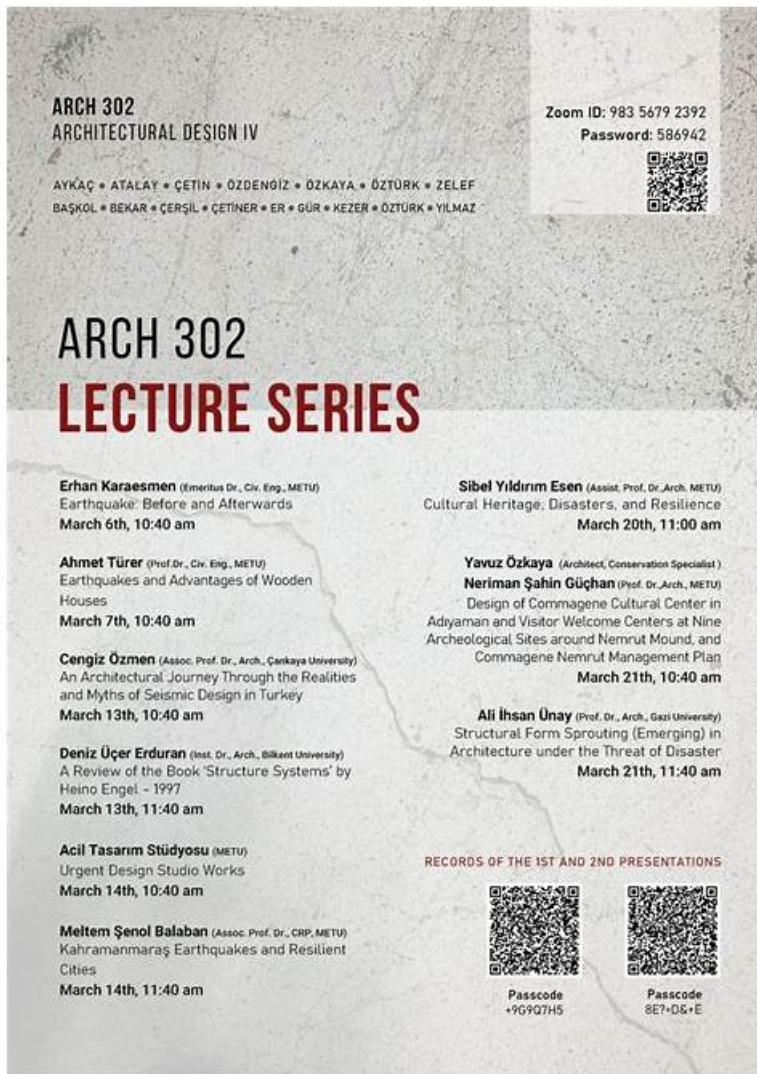


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## Salesforce Certified B2C Solution Architect Sample Questions (Q110-Q115):

### NEW QUESTION # 110

An organization operating more than 20 beauty, personal care, and health brands wants to move from its on-premise CRM system to Service Cloud and Marketing Cloud. Because a customer's privacy and marketing preferences can vary based on the brand, the organization needs to track those preferences to run consent-based marketing campaigns.

Which consideration should a Solution Architect keep in mind with respect to consent preferences in Marketing Cloud with the consent data model?

- A. When a subscriber unsubscribes without following the unsubscribe link provided in the message, the unsubscribe request is sent to Marketing Cloud directly and synchronized to the Salesforce Consent Data Model through Marketing Cloud Connect.
- B. A separate contact is required for each brand where consent is independently managed; the total count of contacts in Marketing Cloud can be larger than the number of individual customers.
- C. Global consent governs all-or-nothing consent settings that should be managed on the Contact object to follow cross-cloud data strategy best practice using the contact ID as the primary key in Marketing Cloud.
- D. When multiple brands are operated in a single org, the native relationship between Business, Brand, and Contact object helps distinguish privacy and consent preferences that vary between different brands.

### Answer: B

Explanation:

This answer is correct because the consent data model in Marketing Cloud allows for multiple contacts per individual customer, each with their own consent preferences for different brands. This enables consent-based marketing campaigns across multiple brands in a single org. References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_cab\\_consents.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_cab_consents.htm&type=5)

### NEW QUESTION # 111

A company is using Service Cloud, B2C Commerce, and Marketing Cloud to provide an end-to-end B2C solution. The company does not use MuleSoft or any other integration middleware and does not plan on using them in the near future. The company has about 10 million customers with a growth rate of 10% year over year. On average, each customer raises 10-50 support tickets each year. Each ticket may contain multiple comments, responses, and attachments. There is a need for the service agents to have visibility on customer tickets for up to 5 years.

What approach should a Solution Architect recommend in order to deliver the desired functionality given the company's expected growth over the next 5 years, while still adhering to the platform's governor limits?

- A. Capture and resolve tickets using the capabilities of Service Cloud. Archive cases and related data older than a year in Big Objects and delete records that are more than 5 years old.
- B. Capture and resolve tickets using the capabilities of B2C Commerce. Archive cases and related data older than a year in Big Objects and delete records that are more than 5 years old.
- C. Capture and resolve tickets using the capabilities of Service Cloud. Archive resolved cases and related data into Heroku and display them back in Service Cloud using Salesforce Connect.
- D. Capture and resolve tickets using the capabilities of Service Cloud. Use the Service Cloud console to display cases and related data raised by a customer in the past 5 years.

### Answer: C

Explanation:

This approach allows the company to use Service Cloud for capturing and resolving tickets, which provides a better customer service experience than B2C Commerce. It also allows the company to archive resolved cases and related data into Heroku, which is a cloud platform that can store large amounts of data without hitting the platform's governor limits. Using Salesforce Connect, the company can display the archived data back in Service Cloud without storing it in Salesforce, thus saving storage space and costs. References: [https://help.salesforce.com/s/articleView?id=sf.data\\_source\\_connect.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.data_source_connect.htm&type=5) <https://www.heroku.com/home>

### NEW QUESTION # 112

Northern Trail Outfitters (NTO) is a clothing and outdoor specialist retailer. NTO has had success with its B2C store using B2C Commerce, supported by Service Cloud and Marketing Cloud for customer service and email campaigns, respectively. Now, NTO wants to increase its revenue by making personalized product recommendations using Einstein Web & Email Recommendations in Marketing Cloud. These recommendations should be consistent across email, storefront, and service console. Which two things should a Solution Architect consider before recommending this approach?

Choose 2 answers

- A. Each storefront should be linked to its own Marketing Cloud Business Unit to ensure relevant recommendations.
- B. The service console will need a customized Lightning component to display the recommendations.
- C. Product Catalogs can be configured natively to sync from B2C Commerce to Marketing Cloud using a point and click configuration.
- D. Email should be used as the unique identifier since B2C Commerce and Service Cloud may not have the Marketing Cloud Contact Key.

**Answer: A,B**

Explanation:

A: The service console does not have a native integration with Einstein Web & Email Recommendations, so a customized Lightning component is needed to display the recommendations based on the customer's browsing and purchase history. C. Each storefront should be linked to its own Marketing Cloud Business Unit to ensure relevant recommendations based on the product catalog and customer behavior of each market. This also provides data segregation and customization for each storefront. References:  
[https://help.salesforce.com/s/articleView?id=sf.mc\\_pb\\_einstein\\_web\\_recommendations.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_pb_einstein_web_recommendations.htm&type=5)  
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### NEW QUESTION # 113

Universal Containers (UC) wants to implement the right-to-be-forgotten requirement in their Salesforce org in order to be compliant with data privacy laws. This means that UC must delete, archive, or de-identify the data subject's PII in an org within 30 days of their request.

What should a Solution Architect recommend to implement this requirement\*\*

- A. Implement a soft delete strategy by marking the data as "archived" or "deleted" without actually deleting it.
- B. **Recommend Salesforce Privacy Center to manage how the Salesforce org retains, deletes, anonymizes, and transfers customer data.**
- C. Create a team who can manually review these requests and delete or obscure the data from all relevant systems.
- D. Implement a custom solution that allows system administrators to run a job to obscure or delete the data in the request scope.

**Answer: B**

Explanation:

This answer is correct because Salesforce Privacy Center is a tool that helps satisfy customer requests and data privacy laws related to the right-to-be-forgotten requirement. Salesforce Privacy Center allows admins to create policies that delete, archive, or de-identify the data subject's PII in an org within 30 days of their request, without additional development. References:

[https://help.salesforce.com/s/articleView?id=privacy\\_center.htm&type=5&language=en\\_US](https://help.salesforce.com/s/articleView?id=privacy_center.htm&type=5&language=en_US)

### NEW QUESTION # 114

A company has been using B2C Commerce for many years and recently decided to implement Service Cloud and Marketing Cloud. Currently, there are many issues with the integration between B2C Commerce and the legacy CRM, which means data is often out of sync. Agencies currently manage the Marketing communication, and B2C Commerce is sending the messages. The main goal is to ensure that B2C Commerce can trigger multi-channel messaging via Marketing Cloud, leveraging the data the company has on customers to personalize the communication.

Which three considerations should a Solution Architect keep in mind when recommending a migration strategy from the existing setup to the new one?

Choose 3 answers

- A. Customer data from B2C Commerce and the legacy CRM should be deduplicated before being imported into Service Cloud. Materials
- B. Customer data can be imported into Service Cloud from B2C Commerce and the legacy CRM without deduplication

since Salesforce CDP can automatically merge duplicate records upon insert.

- C. Marketing Cloud Connect should be configured to use an alternate external ID from Salesforce as the Contact Key to avoid duplicate contacts in Marketing Cloud.
- D. Custom development work is required to connect B2C Commerce to Marketing Cloud and use the Salesforce Contact ID.
- E. Service Cloud should be implemented before Marketing Cloud to ensure that the Salesforce Contact IDs can be used in Marketing Cloud as unique identifiers. Written

**Answer: A,D,E**

Explanation:

B: Service Cloud should be implemented before Marketing Cloud to ensure that the Salesforce Contact IDs can be used in Marketing Cloud as unique identifiers. This allows for a consistent and unified view of the customer across the Salesforce products and avoids duplicate contacts in Marketing Cloud. C. Customer data from B2C Commerce and the legacy CRM should be deduplicated before being imported into Service Cloud.

This ensures that there are no duplicate contacts in Service Cloud that could cause data quality issues or conflicts when syncing with Marketing Cloud. D. Custom development work is required to connect B2C Commerce to Marketing Cloud and use the Salesforce Contact ID. This involves creating a service definition in B2C Commerce that points to Marketing Cloud's REST API and passing the Salesforce Contact ID as the contact key when triggering journeys or updating contact data. 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://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>

## NEW QUESTION # 115

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