

# Salesforce - Arch-302—Valid Reliable Real Test

**Certified B2C Solution Architect**  
**Arch-302**  
**UPDATED Practice Question**

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Q 10 B2C-Solution-Architect (Arch-302)

The program spans B2C Commerce, Service, Marketing, and ERP integrations. What implementation strategy reduces deployment risk and improves traceability?

- A Directly deploy changes from sandboxes to production when tested
- B Adopt CI/CD with packages (e.g. unlocked packages), environment strategy per cloud, automated tests, and phased feature toggles
- C Freeze upstream systems until Salesforce go-live to simplify testing

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### Salesforce Certified B2C Solution Architect Sample Questions (Q15-Q20):

#### NEW QUESTION # 15

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to implement an Abandoned Cart Solution Workflow so that personalized messages are sent to shoppers who add items to their cart but abandon the B2C Commerce storefront.

Which two options should a Solution Architect recommended to meet this requirement? Choose 2 answers

- A. Configure streaming updates for catalog importing, implement Google Analytics tracking, and leverage Journey Builder to trigger an abandoned cart message.
- B. Configure B2C Commerce catalog, product, inventory, and customer data feeds; implement Marketing Cloud collect.js and trigger an abandoned cart message through Journey Builder.
- C. Configure streaming updates for catalog importing, implement the Collect Tracking Code, and leverage Journey Builder to trigger an abandoned cart message.
- D. Configure B2C Commerce catalog, product, order, and customer data feeds; implement Marketing Cloud collect.js and trigger an abandoned cart message through Journey Builder.

**Answer: C,D**

Explanation:

Both options A and B are valid ways to implement an Abandoned Cart Solution Workflow using B2C Commerce and Marketing Cloud. Option A uses streaming updates for catalog importing, which allows for near real-time updates of product information in Marketing Cloud. Option B uses data feeds that are transferred via SFTP and imported via Automation Studio, which allows for more control over the data format and frequency. Both options use collect.js or Collect Tracking Code to monitor shopper behavior on the B2C Commerce site and share it with Marketing Cloud. Both options also use Journey Builder to trigger personalized messages based on abandoned cart events. Option C is not valid because Google Analytics tracking is not part of the solution. Option D is not valid because inventory data is not required for the solution. References:

\* [https://help.salesforce.com/s/articleView?id=sf.icx\\_b2c\\_abandonedcart\\_req\\_workflow.htm&language=en\\_US&type=5](https://help.salesforce.com/s/articleView?id=sf.icx_b2c_abandonedcart_req_workflow.htm&language=en_US&type=5)

\* <https://trailhead.salesforce.com/content/learn/modules/salesforce-solution-kits-quick-look/c360-sk1>

#### NEW QUESTION # 16

A retail company uses B2C Commerce and Marketing Cloud to enable cross-cloud communication on behalf of its customers. As part of the newsletter signup journey, the company would like to send a coupon code to each customer 3 days after registration. Once the coupon code has been redeemed, the company would like to alter the customer's journey to stop reminder emails.

Which two configuration steps should a Solution Architect take to ensure the customer's journey is updated after the coupon code is used?

Choose 2 answers

- A. Create a service definition in B2C Commerce that points to Marketing Cloud's SOAP API.
- B. Create a service definition in B2C Commerce that points to Marketing Cloud's REST API.
- C. After purchase, use Marketing Cloud to request coupon redemption details from the B2C Commerce service definition.
- D. After purchase, use the B2C Commerce service definition to send redemption data to Marketing Cloud.

**Answer: B,D**

Explanation:

A: A service definition in B2C Commerce is a configuration that defines how B2C Commerce communicates with an external system, such as Marketing Cloud. By creating a service definition that points to Marketing Cloud's REST API, the company can enable B2C Commerce to call Marketing Cloud's endpoints for various purposes, such as triggering journeys or updating contact

data. D. After purchase, the company can use the B2C Commerce service definition to send redemption data to Marketing Cloud using the REST API. This data can include the coupon code, the journey ID, and the contact key. Marketing Cloud can use this data to update the contact's journey status and stop sending reminder emails. 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>

### NEW QUESTION # 17

Universal Containers currently has B2C Commerce and Marketing cloud for their commerce and marketing needs. They are concerned with the amount of abandoned carts they currently have with many of their customers and have requested to implement an abandoned cart solution.

What should a Solution Architect do first to accommodate a scalable and functional abandoned cart solution between B2C Commerce and Marketing Cloud?

- A. Create Cart Abandonment Emails within Marketing Cloud Email Studio
- B. Install Customer Tracking within Commerce Cloud Cartridge
- C. Enable Collect Tracking within Marketing Cloud Email Studio
- D. Enable Collect Tracking within Marketing Cloud Personalization Builder

**Answer: D**

Explanation:

Enabling Collect Tracking within Marketing Cloud Personalization Builder is the first step that a Solution Architect should do to accommodate a scalable and functional abandoned cart solution between B2C Commerce and Marketing Cloud. Collect Tracking is a feature that allows Marketing Cloud to track web analytics data from B2C Commerce using collect.js code on the storefront pages. This data can be used to create Abandoned Cart Journeys in Marketing Cloud using Einstein Web Recommendations. The other steps are not necessary or optimal for this solution.

### NEW QUESTION # 18

A company plans to build a new B2C Commerce storefront for a popular segment of products that generate high-volume sales. Their team is evaluating whether B2C Commerce is the right platform to build this storefront, and they are specifically concerned about how quotas and limits directly impact the efficiency and stability of solutions built on the platform.

Which two considerations should a Solution Architect keep in mind when considering B2C Commerce Governance and Quotas?

Choose 2 answers

- A. Object quotas status is updated with an up to 20-minute delay. Therefore, a Solution Architect must consider this delay when performing calculations related to traffic and limits.
- B. For sandbox instances, quotas can be softened by exporting them from a production instance and importing them onto a sandbox instance. This approach lets Solution Architects match the development environment to the production environment.
- C. Unless a site is experiencing performance issues, the Solution Architect can assume that quota violations have not occurred.
- D. If an enforced quota is exceeded, an exception is thrown, which prevents the current operation from completing. The Solution Architect should design the solution so that the exception can be caught within a customization.

**Answer: A,D**

Explanation:

B2C Commerce Governance and Quotas are a set of rules and limits that apply to B2C Commerce instances to ensure the efficiency and stability of solutions built on the platform. The following considerations should be kept in mind when considering B2C Commerce Governance and Quotas:

\* Object quotas status is updated with an up to 20-minute delay. Therefore, a Solution Architect must consider this delay when performing calculations related to traffic and limits. Object quotas are limits on the number of objects that can be created or stored in B2C Commerce, such as products, categories, customers, orders, etc. The object quotas status shows the current usage and remaining capacity of each object quota. However, the status is not updated in real time, but with an up to 20-minute delay. This means that the Solution Architect should account for this delay when estimating the traffic and limits for each object quota.

\* If an enforced quota is exceeded, an exception is thrown, which prevents the current operation from completing. The Solution Architect should design the solution so that the exception can be caught within a customization. Enforced quotas are quotas that are strictly enforced by B2C Commerce and cannot be exceeded or changed by customers. Examples of enforced quotas are API calls per hour, script execution time, cache size, etc. If an enforced quota is exceeded, B2C Commerce throws an exception that stops the current operation from completing. This can result in errors or failures in the storefront or backend processes. The Solution Architect should design the solution so that the exception can be caught within a customization and handled gracefully.

Option B is incorrect because sandbox quotas cannot be softened by exporting them from a production instance and importing them onto a sandbox instance. Sandbox quotas are fixed and cannot be changed by customers. Option C is incorrect because the Solution Architect cannot assume that quota violations have not occurred unless a site is experiencing performance issues. Quota violations can occur without affecting the site performance, but they can still cause errors or failures in certain operations or processes. References:

\* <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochehelp/Governance/GovernanceOverview.html>

\* <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochehelp/Governance/ObjectQuotas.html>

\* <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochehelp/Governance/EnforcedQuotas.html>

### NEW QUESTION # 19

A Marketing team plans to support the launch of a new product line. In discussion with the Sales and IT teams, the Marketing team proposed introducing a leads-management process, along with a web-to-lead form for the landing page that supports the product launch.

The leads captured using the form are added to the new nurturing journey in Marketing Cloud and subsequently routed to the relevant sales team once they qualify at a certain threshold.

What are two implications that a Solution Architect should consider prior to implementing this solution?

Choose 2 answers

- A. Engagement history from the lead record will be natively available for contact record in Marketing Cloud
- B. Leads are unique contact records in Marketing Cloud
- C. Leads can have detrimental impact on quality of contact records in Sales Cloud
- D. Need for additional handling of consent, preferences, and compliance for converted leads in Marketing Cloud

**Answer: C,D**

Explanation:

Introducing a leads-management process and a web-to-lead form can have implications for consent, preferences, and compliance for converted leads in Marketing Cloud. For example, if a lead opts out of email communication in Sales Cloud, this preference should be reflected in Marketing Cloud as well. Similarly, if a lead is converted to a contact in Sales Cloud, the corresponding subscriber record in Marketing Cloud should be updated with the new ID and status. Leads can also have a detrimental impact on the quality of contact records in Sales Cloud if they are not properly deduplicated, validated, and enriched. For example, if a lead is created with an invalid or duplicate email address, this can affect the deliverability and personalization of email messages in Marketing Cloud. References:

\* [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_data\\_integration\\_best\\_practices.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_best_practices.htm&type=5)

\* [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_subscriber\\_key.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5)

\* [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_web\\_to\\_lead.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_web_to_lead.htm&type=5)

### NEW QUESTION # 20

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It's sort of like the idea of riding the waves that are already out there Arch-302 instead of trying to create them myself, With many years' experiences accumulated, our experts have figured out the whole exam procedures and can accurately predict the questions of Salesforce Arch-302 exam that will be listed in the next time. To sum up, you will save a lot of energy and money to pass this Arch-

