

Arch-302日本語関連対策、Arch-302模擬対策



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>> Arch-302日本語関連対策 <<

知識をカバー Arch-302試験対策本決定版

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Salesforce Certified B2C Solution Architect 認定 Arch-302 試験問題 (Q84-Q89):

質問 # 84

When integrating B2C Commerce with Marketing Cloud, which data extension type should be used to store order and product records in Marketing Cloud?

- A. Standard Data Extension
- B. Synchronized Data Extension

- C. Sendable Data Extension
- D. Transactional Data Extension

正解: A

解説:

A standard data extension is a type of data extension that can store any type of data in Marketing Cloud, including order and product records from B2C Commerce. A standard data extension can be created manually or imported from an external source, such as B2C Commerce. A standard data extension can also be used for segmentation, personalization, and reporting in Marketing Cloud. References: https://help.salesforce.com/s/articleView?id=sf.mc_es_data_extensions.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_with_commerce_cloud.htm&type=5

質問 #85

A company had strong new-customer growth for the year but has noticed that lifetime value has been declining. They want to run automated re-engagement campaigns with customers who made purchases in the last 24 months but are unsure of where to start. They have Service Cloud, Marketing Cloud, and B2C Commerce implemented and recently began using Tableau CRM (formerly Einstein Analytics).

Which two recommendations should a Solution Architect provide to the company to improve the success of the automated campaign? Choose 2 answers

- A. Configure Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder
- B. Use SMS as a channel due to its significantly higher engagement rate as compared to email
- C. Consider using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months
- D. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns

正解: A、C

解説:

* Option A is correct because configuring Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder is a valid recommendation to improve the success of the automated campaign. Einstein Retargeting Recommendations uses machine learning to identify customers who are likely to purchase again based on their past behavior and preferences, and automatically creates segments for Journey Builder to send personalized messages and offers.

* Option D is correct because using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months is a valid recommendation to improve the success of the automated campaign. Einstein Discovery uses advanced analytics and AI to analyze data from multiple sources and generate predictive insights and recommendations. A retargeting score can help the company prioritize and target customers who have a high probability of buying again.

* Option B is incorrect because using SMS as a channel due to its significantly higher engagement rate as compared to email is not a valid recommendation to improve the success of the automated campaign.

SMS may have a higher engagement rate than email, but it also has a higher cost and a lower personalization potential. SMS should be used sparingly and strategically for time-sensitive or urgent messages, not for general re-engagement campaigns.

* Option C is incorrect because generating personalized coupon codes in B2C Commerce and sending them through Marketing Cloud to be able to effectively track impact of campaigns is not a valid recommendation to improve the success of the automated campaign. Personalized coupon codes may increase conversions and loyalty, but they also reduce margins and profitability. Coupon codes should be used selectively and carefully for customers who have a high lifetime value or a high retargeting score, not for all customers who made purchases in the last 24 months.

References:

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

質問 #86

An organization uses B2C Commerce to capture order details but needs to process the order in an ERP system. They want B2C Commerce to send a message to the ERP system with the order details after they have been entered, then wait for the order to be processed, and then receive a reply from the ERP system with the order number and status.

Which integration pattern should a Solution Architect use to meet this requirement?

- A. Request and Reply
- B. Asynchronous Call-Out
- C. Batch Data Synchronization
- D. Publish / Subscribe

正解: A

解説:

Request and reply is an integration pattern that allows a system to send a message to another system and wait for a response. This pattern is suitable for scenarios where the sender needs to receive an immediate confirmation or acknowledgment from the receiver. In this case, B2C Commerce needs to receive the order number and status from the ERP system after sending the order details. References:

- * <https://architect.salesforce.com/design/integration-patterns-and-practices/request-and-reply/>
- *

質問 # 87

An organization is considering using the Lead object in Sales Cloud to track customers who have signed up for their newsletter. The goal is to add these customers to a Marketing Cloud nurture campaign. Once they make a purchase, the suggested design is to convert the Lead to a Contact record and associate the resulting Contact with a Marketing Cloud Subscriber.

What recommendation should a Solution Architect make to avoid implementation challenges?

- A. Delete the Marketing Cloud Contact associated with the Lead object after conversion.
- **B. Ensure that the Marketing Cloud Contact associated with the Lead is updated to reference the Contact after conversion.**
- C. Add prospects who have not created an account or made a purchase to Marketing Cloud directly without creating a Lead.
- D. Avoid using the Lead object by creating Contacts with different Record Types for prospects.

正解: B

解説:

This option ensures that the Marketing Cloud Contact is linked to the correct Salesforce record after the Lead is converted to a Contact, and that the contact utilization is not affected by duplicate records. The other options can result in data loss, inconsistent reporting, or unnecessary complexity.

質問 # 88

A B2C Commerce merchant has multiple live sites across different brands and geographies all supported by Service Cloud and Marketing Cloud. Unfortunately, the merchant is having customer service challenges caused by fragmented views of the customer. Customers occasionally use alternate email addresses, make purchases as guests, and contact customer service anonymously. The Success Manager believes that Customer 360 Data Manager could help them solve their problem.

How should a Solution Architect describe the role of Customer 360 Data Manager in this context?

- A. Customer 360 Data Manager can be used to identify multiple records within each separate system representing the same person and assigning them a consistent Global Party ID; additional custom development is then required to relate those IDs between systems.
- **B. Customer 360 Data Manager can be used to recognize customers as humans and extend existing records related to that human across connected systems with a consistent Global Party ID.**
- C. Customer 360 Data Manager cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.
- D. When Customer 360 Data Manager is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed by Customer 360 Data Manager.

正解: B

解説:

Customer 360 Data Manager is a platform service that enables companies to connect customer data across Salesforce apps and create a unified customer profile. It uses advanced matching algorithms to identify and link customer records from different systems based on common attributes such as name, email, phone, address, etc. It also assigns a consistent Global Party ID to each customer record, which serves as a unique identifier across systems. Customer 360 Data Manager can be used across multiple brands within a single merchant environment by creating separate data spaces for each brand. Option B is incorrect because Customer 360 Data Manager can relate the IDs between systems without additional custom development. Option C is incorrect because Customer 360 Data Manager supports multiple brands within a single merchant environment. Option D is incorrect because B2C Commerce, Service Cloud, and Marketing Cloud do not automatically use a common core Customer Profile managed by Customer 360 Data Manager; they need to be connected and configured via Customer 360 Data Manager. References:

* <https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html>

* https://help.salesforce.com/s/articleView?id=sf.c360_overview.htm&type=5

質問 # 89

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