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Salesforce B2C-Solution-Architect is one of the highly sought-after certifications in the Salesforce ecosystem. It is a certification that is designed for professionals who want to demonstrate their knowledge and expertise in the B2C domain. The Salesforce Certified B2C Solution Architect exam is a rigorous and comprehensive exam that covers a wide range of topics related to B2C architecture, design, and implementation.

Salesforce B2C-Solution-Architect (Salesforce Certified B2C Solution Architect) Certification Exam is designed for professionals who have expertise in developing and implementing solutions for B2C (business-to-consumer) commerce. Salesforce Certified B2C Solution Architect certification is ideal for individuals who want to showcase their knowledge and skills in designing and implementing Salesforce solutions for B2C commerce, including marketing, sales, and customer service.

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Salesforce Certified B2C Solution Architect Sample Questions (Q95-Q100):

NEW QUESTION # 95
A company uses a Salesforce solution to sell one-off products and subscription-based products to its customers. However, the company wants to let customers save their payment details when buying products online using credit cards, in order to facilitate a one-click ordering mechanism as well as an automatic payment for subscription-based item renewals.
What should a Solution Architect recommend to store payment information while still maintaining security and compliance?

- A. Store a tokenized value for the payment card.
- B. Store Base64 encoded payment card details.
- C. Store raw payment card details on the customer's profile.

- D. Hash and store the payment card details.

Answer: A

Explanation:
This answer is correct because it is a way to store payment information while still maintaining security and compliance. A tokenized payment card is a method that replaces sensitive card data with a unique identifier or token that cannot be mathematically reversed. The actual card data is stored in a secure vault by a payment processor or gateway. This way, the company can facilitate one-click ordering and automatic payment without exposing or storing the actual card data. References: https://help.salesforce.com/s/articleView?id=sf. b2c_commerce_payment_processing.htm&type=5

NEW QUESTION # 96
A customer has been using Marketing Cioud with their existing (non-Salesforce) ecommerce site for more than 3 years and is now implementing Service Cloud to help improve the quality of support given to their customers. While Service Cloud will be integrated with the ecommerce site and they want to use many Marketing Cloud Connect features, the customer is insisting on continuing to use the existing integration between the ecommerce site and Marketing Cloud until they move to Salesforce B2C Commerce (planned for the coming 2 years).
Which two concerns should the Solution Architect raise with the customer considering the approach they want to take?
Choose 2 answers

- A. Journey Builder will need to be used to update the Contact Key directly in Marketing Cloud to ensure the existing ecommerce site integration can continue to be used.
- B. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date.
- C. Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents.
- D. Additional Matching rules will need to be implemented in Service Cloud to ensure identities are merged before messaging in Marketing Cloud.

Answer: B,C

Explanation:
B: Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents. Marketing Cloud Connect can only track email sends that are initiated from Marketing Cloud or Salesforce CRM, not from an external ecommerce site.
This means that the Service Agents will not have a complete view of the customer's email interactions or preferences. D. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date. Marketing Cloud Connect uses the Salesforce Contact ID or Lead ID as the contact key in Marketing Cloud, which is a unique identifier for each contact or lead. If the existing ecommerce site integration uses a different identifier, such as email address or customer ID, then it may create duplicate contacts in Marketing Cloud when syncing with Service Cloud. This can affect the contact count, billing, and personalization in Marketing Cloud. References: https://help.salesforce.com/s/articleView? id=sf.mc_co_sync_leads_and_contacts.htm&type=5 https://help.salesforce.com/s/articleView? id=sf.mc_co_subscriber_key_migration.htm&type=5

NEW QUESTION # 97
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. Contact
- B. Orders
- C. Customer
- D. Profile

Answer: B

NEW QUESTION # 98

A company wants to add Salesforce Order Management to their existing B2C Commerce, Service Cloud, and Sales Cloud integration. Their current sales process lets sales reps build quotes, create orders, and process reduction orders for refunds as part of their sales channel workflow. Their B2C Commerce order objects also include multiple custom attributes that the merchant's current Order Management System uses to allocate orders to the correct distribution center for fulfillment.

When enabling Salesforce Order Management, what potential concerns will the merchant need to work through?

- A. Reduction Orders and Order Management change orders conflict if both are enabled in the same Org and require the use of Record Types and Apex Triggers or Validation Rules to avoid conflicts.
- B. Salesforce Order Management integrates natively with B2B Commerce when both products reside within the same Org but requires the use of a customizable B2C Commerce cartridge to import data from a B2C Commerce instance.
- C. Salesforce Order Management does not allow for fulfillment rules across multiple distribution centers without the use of an AppExchange package or custom Apex triggers.
- D. Custom attributes on B2C Commerce Orders are not natively supported for Salesforce Order Management integrations and require custom Apex development to handle mapping.

Answer: C

Explanation:

A is correct because Salesforce Order Management does not have native support for multiple distribution centers and requires either an AppExchange package or custom Apex triggers to implement fulfillment rules based on custom attributes1.

NEW QUESTION # 99

A marketing team is using Sales Cloud web-to-lead forms to capture leads. The company recently acquired Marketing Cloud and wants to ensure that the data is synchronized to Marketing Cloud without losing data and without creating duplicate contacts. Which consideration should a Solution Architect voice to the marketing team when designing this solution?

- A. Leads and contacts are unique records in Marketing Cloud.
- B. Web-to-lead forms trigger Marketing Cloud journeys without creating leads in Salesforce.
- C. Leads can be merged and converted in Marketing Cloud.
- D. The contact delete framework in Marketing Cloud can be used to resolve duplicate contacts and associated billing challenges.

Answer: A

Explanation:

Marketing Cloud treats leads and contacts as separate records, even if they have the same email address. This means that syncing leads from Sales Cloud to Marketing Cloud can create duplicate contacts and increase the contact count and billing. To avoid this, the marketing team should consider using contacts only or converting leads to contacts before syncing them to Marketing Cloud.
Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_sync_leads_and_contacts.htm&type=5

NEW QUESTION # 100

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