

B2C-Solution-Architect Exam Cram Review & B2C-Solution-Architect Accurate Answers

Salesforce B2C Solution Architect Certification Details	
Exam Code	B2C Solution Architect
Full Exam Name	Salesforce Certified B2C Solution Architect
No. of Questions	60
Online Practice Exam	Salesforce Certified B2C Solution Architect Practice Test
Sample Questions	Salesforce B2C Solution Architect Sample Questions
Passing Score	63%
Time Limit	120 minutes
Exam Fees	• Registration fee: USD 400 • Retake fee: USD 200
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Once our professionals find the relevant knowledge on the B2C-Solution-Architect exam questions, then the whole research groups will pick out the knowledge points according to the test syllabus. Also, they will also compile some questions about the B2C-Solution-Architect practice materials in terms of their experience. Now, we have successfully summarized all knowledge points in line with the B2C-Solution-Architect outline. And meanwhile, we keep a close eye on the changes of the exam to make sure what you buy are the latest and valid.

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B2C-Solution-Architect Accurate Answers - Latest B2C-Solution-Architect Test Practice

Salesforce certification B2C-Solution-Architect exams has become more and more popular in the fiercely competitive IT industry. Although more and more people sign up to attend this examination of, the official did not reduce its difficulty and it is still difficult to pass the exam. After all, this is an authoritative test to inspect the computer professional knowledge and information technology ability. In order to pass the Salesforce Certification B2C-Solution-Architect Exam, generally, many people need to spend a lot of time and effort to review.

Salesforce Certified B2C Solution Architect Sample Questions (Q75-Q80):

NEW QUESTION # 75

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

Answer: A,C

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. Reference: 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 # 76

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. Marketing Cloud Journey Event
- C. Service Cloud Email Service
- D. Commerce Cloud Email Service

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.

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

https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/coupons/b2c_coupon_code_restrictions.html

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

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/EmailService.html>

NEW QUESTION # 77

Key business stakeholders have asked for a new business requirement that requires a multi-cloud solution design using self-service commerce, a service agent console, and marketing communication. A Solution Architect was brought in to lead the end-to-end solution design and delivery.

Which two actions should the Solution Architect take to accurately capture these requirements? Choose 2 answers

- A. Draft a requirements and process document. Invite key business and technical/design team stakeholders to review and approve.
- B. Set up DevOps processes and environments in preparation for the discovery workshops.
- C. Design the solution and hand it off to the delivery team to start to build and test it.
- D. Include functional and technical experts across discovery workshops to ensure requirements and priorities are captured.

Answer: A,D

Explanation:

These answers are correct because they are actions that a Solution Architect should take to accurately capture the requirements for a multi-cloud solution design. Including functional and technical experts across discovery workshops can help ensure that the requirements and priorities are captured from different perspectives and domains.

Drafting a requirements and process document can help document the business needs, expectations, and constraints for the solution design. Inviting key business and technical/design team stakeholders to review and approve the document can help validate the requirements and ensure alignment.

References: <https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process>

NEW QUESTION # 78

A retail company currently uses B2C Commerce, Service Cloud, and Marketing Cloud. The company plans to launch a winter sweepstakes campaign to attract new customers. The signup page is hosted on B2C Commerce and collects new customer details like name, phone number, and email. In order to enter the sweepstakes, the customer must sign up to receive marketing communications. In return, they will receive a coupon for 20% off their next purchase.

Which option should be defined as the data source authority for the customer attributes collected from the sweepstakes page?

- A. Service Cloud
- B. Experience Cloud
- C. B2C Commerce
- D. Marketing Cloud

Answer: C

Explanation:

B2C Commerce should be defined as the data source authority for the customer attributes collected from the sweepstakes page, as it is the system that captures the customer data directly from the web form and validates the customer consent and compliance preferences. The other systems can consume or sync the customer data from B2C Commerce, but they should not overwrite or modify the data without the customer's consent.

NEW QUESTION # 79

A company uses Marketing Cloud, Experience Cloud, B2C Commerce, and Service Cloud. It is in the process of defining the authoritative system for key data entities involved in B2C Journeys. The company has about

200,000 customers, each averaging 30 orders per year

Which option should be considered the authoritative record for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email?

- A. Service Cloud contact
- B. B2C Commerce customer
- C. Experience Cloud user
- D. Marketing Cloud subscriber

Answer: A

Explanation:

Service Cloud contact should be considered the authoritative record for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email. Service Cloud contact is the core entity that represents a person across multiple Salesforce clouds and can store and manage the customer's consent and compliance preferences using features like Individual object, Data Protection and Privacy, and Consent Management. The other systems can use Service Cloud contact as the master record and sync or update the customer data accordingly.

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