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Salesforce B2C-Solution-Architect Exam covers a wide range of topics, including architecture design, data modeling, security, integration, and deployment. Candidates are required to demonstrate their proficiency in these areas and their ability to design and implement solutions that meet the needs of B2C commerce customers.

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## Salesforce Certified B2C Solution Architect Sample Questions (Q55-Q60):

### NEW QUESTION # 55

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and wants to deliver integrated customer experiences across all three products. The company has one B2C Commerce realm serving two storefronts, a Salesforce org, and a Marketing Cloud instance with a single business unit that leverages email address as a subscriber key. None of these Salesforce Clouds are integrated. The company is also interested in integrating with Customer 360 Data Manager.

Which two Marketing Cloud implementation recommendations should a Solution Architect present to the company to adjust their architecture to adhere to Salesforce multi-cloud integration best practices?

Choose 2 answers

- A. Marketing Cloud should serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier.

- B. Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices.
- C. Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit.
- D. B2C Commerce should integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront.

**Answer: B,C**

Explanation:

- \* Option B is correct because Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit. This is a recommended practice to enable multi-brand marketing campaigns and segmentation based on different storefronts and customer profiles.
- \* Option C is correct because Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices. This is a recommended practice to enable data integration and identity resolution across multiple Salesforce clouds using Customer 360 Data Manager. Email address is not a suitable subscriber key for multi-cloud scenarios, as it may change over time or be shared by multiple customers.
- \* Option A is incorrect because Marketing Cloud should not serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier. This is not a recommended practice, as it would create data quality issues, security risks, and integration challenges across multiple Salesforce clouds. Customer email addresses are also not suitable as a multi-cloud customer identifier, as they may change over time or be shared by multiple customers.
- \* Option D is incorrect because B2C Commerce should not integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront. This is not a recommended practice, as it would create data duplication, synchronization issues, and performance impacts across multiple Salesforce clouds. B2C Commerce should integrate with Service Cloud or Customer 360 Data Manager to create or update customer records based on their actions on the storefront.

References:

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

#### NEW QUESTION # 56

A company has 2,000 customers and currently services them using a call center and spreadsheets. Because of the lack of systems there is no ability to track how successful agents are. In addition, their ordering system cannot be easily accessed by service agents costing valuable time and hurting customer satisfaction.

What are two reasons a connected B2C Solution can add value to the company?

Choose 2 answers

- A. Allows agents to more easily access customer data to better support customers when they call in
- B. Increases spend ROI as fewer service agents will be needed, which can allow for more sales agents
- C. Allows agents to use SSO to log into B2C Commerce and Service Cloud using the same credentials
- D. Provides a better interface for agents using Service Cloud and B2C Commerce with Heroku

**Answer: A,C**

#### NEW QUESTION # 57

Universal Containers (UC) is in the process of implementing a B2C Commerce site for their storefront, and Experience Cloud for their support and help desk. UC wants to ensure that there is a single login and data experience between the two sites while also being relatively seamless.

Given the need for a single login experience, what should the primary system be for all authentication?

- A. Experience Cloud
- B. B2C Commerce
- C. Service Cloud
- D. Salesforce Identity

**Answer: D**

Explanation:

This answer is correct because it is the primary system that should be used for all authentication between B2C Commerce site and Experience Cloud site. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and Experience Cloud, and it can provide a single login and data experience between the two sites. Salesforce Identity can also store customer profile data in a single place and sync it across systems.

References: [https://help.salesforce.com/s/articleView?id=sf.b2c\\_commerce\\_service\\_cloud\\_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5)

### NEW QUESTION # 58

A company wants to use the Salesforce Platform to enable personalized 1:1 marketing, an online ordering platform, and a customer-centric support solution for their service agents. The goal of the company is to provide an end-to-end customer centric and personalized experience.

What is an example artifact that can be used to ensure the company understands the systems involved in the solution?

- A. Journey map
- **B. Reference architecture**
- C. Product backlog
- D. Storefront wireframes

**Answer: B**

Explanation:

This answer is correct because a reference architecture is an example artifact that can be used to ensure the company understands the systems involved in the solution. A reference architecture provides a high-level overview of the components, integrations, and interactions of the solution, which can help the company visualize how the solution will work and what systems are required.

References: <https://architect.salesforce.com/diagrams/framework/reference-architecture>

### NEW QUESTION # 59

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. Custom development work is required to connect B2C Commerce to Marketing Cloud and use the Salesforce Contact ID.**
- **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. Written**
- 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. Customer data from B2C Commerce and the legacy CRM should be deduplicated before being imported into Service Cloud. Materials**
- E. 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.

**Answer: A,B,D**

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)

