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Salesforce Certified B2C Solution Architect Sample Questions (Q115-Q120):

NEW QUESTION # 115

Universal Containers (UC) is sending Invoice data from an external ERP system into their Salesforce org.

Management is worried about data storage in their org, and after some analyses, they have identified the ERP Invoice records responsible for over 40% of the data storage. Their current business process does not require a Salesforce user to edit these records, so they can be read-only.

What recommendation should a Solution Architect make in order to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce?

- A. Use Change Data Capture to sync Invoice records
- B. Use Salesforce Connect/External Objects (with custom Apex adapters)
- C. Use Platform Events to sync Invoice record changes
- D. Build a custom solution to view the ERP Invoice records in Salesforce

Answer: B

Explanation:

This answer is correct because it is a way to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce. Salesforce Connect/External Objects can be used to display external data in Salesforce without copying or storing it. Custom Apex adapters can be used to connect to any external system that has a web service API, such as an ERP system. References: https://help.salesforce.com/articleView?id=sf.datacloud_connect.htm&type=5 https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_connector_intro.htm

NEW QUESTION # 116

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

Answer: B,C

Explanation:

* 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

NEW QUESTION # 117

A company, currently using B2C Commerce and Service Cloud, has recently purchased and integrated Salesforce Order Management into its order flow. One of the first projects the company would like to complete is to allow its customers to purchase online and pick up their order in the store.

What flow should a Solution Architect suggest to facilitate this request?

- A. **B2C Commerce exports the order to Salesforce Order Management. Salesforce Order Management passes the order information to Service Cloud. Once the order is picked up by the customer, Service Cloud updates the final status in Salesforce Order Management.**
- B. B2C Commerce exports the order to Salesforce Order Management. Salesforce Order Management passes the order

information to Service Cloud. Once the order is picked up by the customer, Service Cloud sends the final status to B2C Commerce.

- C. B2C Commerce exports the order to Service Cloud. Service Cloud passes the order information to Salesforce Order Management. Once the order is picked up by the customer, Salesforce Order Management updates the final status in Service Cloud.
- D. B2C Commerce exports the order to Service Cloud and Salesforce Order Management at the same time. Once the order is picked up by the customer, Service Cloud sends the final status to Salesforce Order Management and B2C Commerce.

Answer: A

Explanation:

This flow allows the customer to purchase online and pick up their order in the store using B2C Commerce, Salesforce Order Management, and Service Cloud. B2C Commerce exports the order to Salesforce Order Management, which handles the order orchestration and fulfillment. Salesforce Order Management passes the order information to Service Cloud, which can be used by the store staff to check the order details and availability. Once the order is picked up by the customer, Service Cloud updates the final status in Salesforce Order Management, which can trigger notifications or invoices. References: https://help.salesforce.com/s/articleView?id=sf.order_mgmt_overview.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.order_mgmt_service_cloud_integration.htm&type=5

NEW QUESTION # 118

A company recently launched their ecommerce sites for three countries: Australia, New Zealand, and Singapore. The company is now looking to set up marketing automations using Marketing Cloud.

Their B2C Commerce is configured with two realms: ANZ and SE Asia. Each country has a site within their respective realm: Australia and New Zealand sites are within ANZ and Singapore is within SE Asia.

Which account hierarchy should a Solution Architect recommend for the Marketing Cloud set up?

- A. Use a separate Marketing Cloud tenant for each realm and map business units to sites within each realm
- B. Use a separate Marketing Cloud tenant for each site
- C. Use a single Marketing cloud tenant and map business units to each realm
- D. Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm

Answer: D

Explanation:

Marketing Cloud account hierarchy is the way of organizing Marketing Cloud accounts and business units to support different business needs and use cases. A Marketing Cloud tenant is a top-level account that contains one or more business units. A business unit is a sub-account that can have its own data, content, users, and permissions. To set up Marketing Cloud account hierarchy for a company that has ecommerce sites for three countries: Australia, New Zealand, and Singapore, a Solution Architect should recommend the following:

* Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm. This option allows the company to have a centralized account that can manage all the sites across different countries and regions. It also allows the company to have separate business units for each site that can have their own data, content, users, and permissions. This way, the company can maintain consistency and compliance across all the sites, while also enabling personalization and segmentation for each site.

Option A is incorrect because using a separate Marketing Cloud tenant for each site is not necessary or advisable. It would create complexity and inefficiency in managing multiple accounts and duplicating data and content across them. It would also increase the cost and maintenance of the solution. Option B is incorrect because using a separate Marketing Cloud tenant for each realm and mapping business units to sites within each realm is not optimal or scalable. It would create inconsistency and fragmentation between the realms and limit the ability to share data and content across them. It would also increase the cost and maintenance of the solution. Option D is incorrect because using a single Marketing Cloud tenant and mapping business units to each realm is not sufficient or flexible. It would not allow the company to have separate data, content, users, and permissions for each site within a realm. It would also limit the ability to personalize and segment for each site. References:

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

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

NEW QUESTION # 119

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. Enable Collect Tracking within Marketing Cloud Email Studio
- **C. Enable Collect Tracking within Marketing Cloud Personalization Builder**
- D. Install Customer Tracking within Commerce Cloud Cartridge

Answer: C

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 # 120

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