

Salesforce Arch-302学習範囲 & Arch-302日本語版復習 指南



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>> Salesforce Arch-302学習範囲 <<

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Salesforce Certified B2C Solution Architect 認定 Arch-302 試験問題 (Q65-Q70):

質問 # 65

A financial services company wants to implement Service Cloud and Marketing Cloud. A number of profile attributes required for personalization in Marketing Cloud were identified as personally identifiable information (PII) and are too sensitive to be stored in Salesforce.

Tokenized Sending was presented as a way to address these concerns.

Which two implications should a Solution Architect consider if Marketing Cloud Connect is to be used for cloud integration?

Choose 2 answers

- A. All emails will need to be sent through Marketing Cloud or Marketing Cloud Connect to avoid disruptions
- B. The token with all supporting attributes will need to be stored in Service Cloud
- C. The standard email address field for contacts and leads needs to be populated with a token
- D. The synchronized data extensions will include the token and all PII attributes

正解: C、D

解説:

Tokenized Sending is a feature in Marketing Cloud that allows sending messages with data that is too sensitive to store in Salesforce due to laws, regulations, or security policies. Tokenized Sending uses an API call to exchange data from an external system with Marketing Cloud at send time, without storing the data in Salesforce. Marketing Cloud Connect is a feature that enables integration between Marketing Cloud and other Salesforce clouds such as Service Cloud. When using Tokenized Sending with Marketing Cloud Connect, the following implications should be considered:

* The synchronized data extensions will include the token and all PII attributes. Synchronized data extensions are tables in Marketing Cloud that store data from other Salesforce clouds using data synchronization in Marketing Cloud Connect. When using Tokenized Sending, the synchronized data extensions will include the token as well as all personally identifiable information (PII) attributes such as name, email, phone, etc. The token will serve as the subscriber key and contact key in Marketing Cloud, while the PII attributes will be used for personalization and segmentation.

* The standard email address field for contacts and leads needs to be populated with a token. When using Tokenized Sending, the standard email address field for contacts and leads in other Salesforce clouds needs to be populated with a token instead of an actual email address. The token resembles a standard email address but contains encrypted information about the subscriber. The token is used to exchange data with the external system at send time and send messages to the actual email address.

Option B is incorrect because not all emails need to be sent through Marketing Cloud or Marketing Cloud Connect to avoid disruptions when using Tokenized Sending. However, it is recommended to do so to ensure consistent tracking and deliverability data across clouds. Option D is incorrect because the token with all supporting attributes does not need to be stored in Service Cloud when using Tokenized Sending. The token and the attributes are stored in the external system and only exchanged with Marketing Cloud at send time.

References:

* https://help.salesforce.com/s/articleView?id=sf.mc_overview_tokenized_sending1.htm&type=5

* https://help.salesforce.com/s/articleView?id=sf.mc_co_tokenized_sending.htm&type=0

質問 # 66

Northern Trail Outfitters (NTO) exported all the Account records from Salesforce and used a data transformation tool to clean up values in the phone field using a standardized format. The export file has more than 2 million records. During previous data loads for similar updates on the Account object, NTO did not experience any issues with row lock.

Which feature of Data Loader should be used to load this data back into Salesforce faster?

- A. Bulk API Serial Mode
- B. SOAP API
- C. Bulk API
- D. REST API

正解: C

解説:

Bulk API is a feature of Data Loader that allows loading large amounts of data into Salesforce faster and more efficiently. Bulk API uses asynchronous processing to handle data in batches, which reduces network overhead and improves performance. Bulk API is suitable for loading data files with more than 20,000 records or larger than 10 MB. The export file has more than 2 million records, so Bulk API should be used to load this data back into Salesforce faster. References:

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

* https://developer.salesforce.com/docs/atlas.en-us.api_asynch.meta/api_asynch/api_asynch_async_api_intro.htm

質問 # 67

Universal Containers (UC) uses B2C Commerce, Marketing Cloud, and Salesforce OMS for their online sales capabilities. Given recent logistics constraints and challenges, many customers are asking UC for the ability to make their purchases online but pick them up at a local store or location (BOPIS).

Which consideration should a Solution Architect keep in mind when designing a solution for UC that would allow for this functionality?

- A. Manage B2C Commerce geolocation data for stores on an order by order basis.
- B. Marketing Cloud Mobile Push is required for this solution and must be enabled.
- C. Manage inventory data inside of Salesforce OMS so it is easier to parse by store.
- **D. Manage inventory data inside of B2C Commerce so it is easier to parse by store.**

正解: D

解説:

This answer is correct because managing inventory data inside of B2C Commerce makes it easier to parse by store and enable buy online pick up in store (BOPIS) functionality. B2C Commerce can store inventory information for multiple locations and provide real-time availability information to customers and service agents. B2C Commerce can also integrate with Salesforce OMS to manage order fulfillment and payment processing for BOPIS orders. References: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_oms_integration.htm&type=5

質問 # 68

An e-commerce company has one B2C Commerce Primary Instance Group with three storefronts and is considering Marketing Cloud for email messaging and customer journey orchestration. The company has a strong desire to implement product recommendations in their email messaging as well as implement the abandoned cart use-case.

Which two approaches should a Solution Architect recommend to ensure that the company can implement solutions that align with their requirements?

Choose 2 answers

- A. Implement abandoned cart using Marketing Cloud's Behavioral Trigger feature and create an abandonment journey for all three storefronts from a single business unit. Marketing Cloud will manage ensuring that product recommendations are storefront specific via Marketing Cloud Einstein.
- B. Implement Marketing Cloud with a single business unit as that unit can share its product catalog across the three B2C Commerce storefronts and generate storefront-specific product recommendations.
- **C. Implement a separate business unit for each B2C Commerce storefront to ensure that each storefront has its own Marketing Cloud product catalog from which product recommendations will be driven.**
- **D. Implement abandoned cart using Marketing Cloud's Behavioral Trigger feature and create an abandonment journey for each storefront and their paired business unit. The B2C Commerce storefront must also be extended to re-create the customer's shopping cart with abandoned products.**

正解: C、D

解説:

This approach allows the company to have a separate business unit for each B2C Commerce storefront, which provides data segregation and customization for each market. Each business unit can have its own Marketing Cloud product catalog, which is a data extension that contains product information for generating product recommendations using Einstein. D. This approach allows the company to implement abandoned cart using Marketing Cloud's Behavioral Trigger feature, which can track customer behavior on the B2C Commerce storefront and trigger an email journey based on predefined rules. The abandonment journey can include product recommendations based on the products left in the cart. The B2C Commerce storefront must also be extended to re-create the customer's shopping cart with abandoned products using a link or button in the email. References:

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

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

<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/abandoned-cart>

質問 # 69

Universal Containers (UC) Is planning a campaign for its newly-launched product categories. They have already run similar campaigns in the past and want to cross-sell this new product to their existing customers.

To achieve this, they are creating customer group segments using its e-commerce strategies while adhering to the current customer's

compliance preferences for previous campaigns.

Which two products should a Solution Architect include in the architecture to meet UC's needs?

- A. Marketing Cloud and Service Cloud
- B. Service Cloud and B2C Commerce
- **C. Marketing Cloud and B2C Commerce**
- D. Marketing Cloud and Sales Cloud

正解: C

解説:

Marketing Cloud and B2C Commerce are the two products that a Solution Architect should include in the architecture to meet UC's needs. Marketing Cloud allows UC to create customer group segments using its e-commerce data and send personalized messages across channels, while adhering to the current customer's compliance preferences for previous campaigns. B2C Commerce enables UC to cross-sell its new product categories on its online storefront and provide a seamless shopping experience for its customers.

質問 # 70

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Arch-302日本語版復習指南: <https://www.mogixam.com/Arch-302-exam.html>

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