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Salesforce Certified B2C Solution Architect Sample Questions (Q118-Q123):

NEW QUESTION # 118

Northern Trail Outfitters (NTO) is releasing a new "Track-My-Hike" feature to their mobile app that allows users to track their hiking paths and distance as well as send emergency alerts in case they do not respond for a specific period.

This data is stored and visible from both the mobile app and on their profile in the web store. They expect up to 10,000 users to use this feature per month, with data points being tracked every minute over the average hiking period of 8 hours. 3 Which solution is appropriate for hosting this kind of data?

- A. B2C Commerce solution using Custom Objects
- B. Service Cloud solution using Big Objects
- C. Service Cloud solution using Platform Events
- D. Custom solution using Heroku and Postgres

Answer: D

Explanation:

Heroku is a cloud platform that allows developers to build, run, and scale applications using various languages and frameworks.

Postgres is a relational database that can store large amounts of structured data. A custom solution using Heroku and Postgres can handle the high volume and frequency of data points generated by the "Track-My-Hike" feature, as well as provide scalability and flexibility for future enhancements. References: <https://www.heroku.com/home> <https://www.postgresql.org/>

NEW QUESTION # 119

A company is currently implementing B2C Commerce and wants to use Marketing Cloud to send transactional emails like the Welcome Email, Order Confirmation, and Order Status Update Email.

Which three steps are required to configure the Marketing Cloud Connector for triggered emails?

Choose 3 answers

- A. Integrate Marketing Cloud and B2C Commerce to provide Marketing Cloud with B2C Commerce order and customer information on a nightly basis via SFTP.
- B. Customize the B2C Commerce storefront to invoke Marketing Cloud's Transactional Messaging REST API whenever a transactional message should be delivered. This customization should first authenticate B2C Commerce against Marketing Cloud and then deliver the Transactional Messaging payload to inform message contents.
- C. Create an API Integration in Marketing Cloud using Installed Packages that provision access to Marketing Cloud APIs by external systems like B2C Commerce.
- D. Configure REST Services in B2C Commerce that will be used to authenticate B2C Commerce against Marketing Cloud via its API integration and initiate a transactional email delivery.
- E. Customize the B2C Commerce storefront to trigger Marketing Cloud Transactional Messages at strategic points in the customer's experience by using Marketing Cloud's Transactional Messaging REST API. This customization should include a payload that informs message contents.

Answer: C,D,E

Explanation:

* Option A is correct because configuring REST services in B2C Commerce is a necessary step to enable authentication and communication with Marketing Cloud via its API integration and to initiate transactional email delivery using Marketing Cloud's Transactional Messaging REST API.

* Option C is correct because creating an API integration in Marketing Cloud using Installed Packages is a necessary step to provision access to Marketing Cloud APIs by external systems like B2C Commerce and to generate an API key and secret for authentication purposes.

* Option D is correct because customizing the B2C Commerce storefront to trigger Marketing Cloud Transactional Messages at strategic points in the customer's experience is a necessary step to invoke Marketing Cloud's Transactional Messaging REST API with a payload that informs message contents and recipients.

* Option B is incorrect because front-end development capabilities are not required to configure the Marketing Cloud Connector for triggered emails, but rather to customize the B2C Commerce storefront and the email templates in Marketing Cloud.

* Option E is incorrect because integrating Marketing Cloud and B2C Commerce to provide Marketing Cloud with B2C Commerce order and customer information on a nightly basis via SFTP is not required to configure the Marketing Cloud Connector for triggered emails, but rather to enable data synchronization and segmentation for marketing campaigns.

References:

* Get Started with B2C Solution Architect Cert Prep - Trailhead

* Certification - B2C Solution Architect - Trailhead

NEW QUESTION # 120

An existing Salesforce customer has B2C Commerce, Service Cloud, and Marketing Cloud, but none of their customer data is integrated. Marketing Cloud has around 2 million subscribers using email address as the subscriber key, B2C Commerce has 750,000 registered customers, and Service Cloud only has records for about 50,000 customers who have previously created support cases or contacted customer service.

What is the optimum sequence of events a Solution Architect should follow when integrating customer data across these systems?

- A. Marketing Cloud Subscriber Key Migration, Enable Marketing Cloud Connect, Load Marketing Cloud Subscribers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Load B2C Commerce customers into Service Cloud
- B. Load B2C Commerce customers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Marketing Cloud Subscriber Key Migration, Load Marketing Cloud Subscribers into Service Cloud, Enable Marketing Cloud Connect
- C. Marketing Cloud Subscriber Key Migration, Load Marketing Cloud Subscribers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Load B2C Commerce customers into Service Cloud, Enable Marketing Cloud Connect
- D. Load B2C Commerce customers into Service Cloud, Load Marketing Cloud Subscribers into Service Cloud, Load

Service Cloud Contact IDs into Marketing Cloud, Marketing Cloud Subscriber Key Migration, Enable Marketing Cloud Connect

Answer: D

Explanation:

This sequence of events ensures that all customer data is integrated across the systems and that Marketing Cloud uses Service Cloud Contact IDs as the subscriber key. This allows for a consistent and unified view of the customer across the Salesforce products.

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_marketing_cloud_connect.htm&type=5

NEW QUESTION # 121

A retail company that sell fitness products Is implementing Service Cloud, B2C Commerce, and Marketing Cloud, In order to provide their customers with personalized recommendations, they are capturing and storing certain PII and health information. In order to adheres to compliance and regulations, they need to ensure shared data is encrypted across all platforms.

What features should a Solution Architect recommend to accomplish this?

- A. Use Shield Platform Encryption to encrypt data in Service Cloud, enable encryption at rest in Marketing Cloud, and enable encryption at rest in B2C Commerce.
- B. Platform Encryption to encrypt data in Service Cloud, Marketing Cloud, and B2C Commerce.
- **C. Use Shield platform Encryption to encrypt data in Service Cloud, Enable Encrypted Data Sanding (EDS) in Marketing Cloud, and use B2C Commerce's crypto API.**
- D. Use Shield platform Encryption to encrypt data in Service Cloud and B2 Commerce. Data in Marketing Cloud is encrypted by default.

Answer: C

Explanation:

Shield Platform Encryption is a feature that allows you to encrypt sensitive data at rest in Service Cloud and B2C Commerce, while preserving platform functionality. Encrypted Data Sending (EDS) is a feature that allows you to send encrypted data from Service Cloud to Marketing Cloud using an encryption key that only you control. B2C Commerce's crypto API is a set of methods that allow you to encrypt and decrypt data using symmetric or asymmetric keys in your code.

References:

* [Salesforce Shield Platform Encryption Implementation Guide]

* [Encrypted Data Sending (EDS) for Marketing Cloud]

* [B2C Commerce Crypto API]

NEW QUESTION # 122

Acme Ltd wants to Integrate B2C Commerce, Service Cloud, and Marketing Cloud. A Solution Architect was tasked with optimizing the integration by understand and which cloud is the ideal system of record for each piece of data.

Which two considerations will lead to an optimal design around systems of record?

Choose 2 answers

- A. User consent information. Customer Journey flow. Counsel and compliance preferences should be mastered in B2C Commerce
- **B. Store primary attributes (name, address, birthday, phone, and email) about the customer in Service Cloud**
- **C. Lifetime engagement tracking and history, other data for personalization or segmentation should be mastered in Marketing Cloud**
- D. Heroku should be used to master ecommerce transactions, including order records, customer product affinity, and promotion eligibility

Answer: B,C

Explanation:

Marketing Cloud should be the system of record for lifetime engagement tracking and history, as well as other data for personalization or segmentation, as it is the system that collects and analyzes the customer's interactions and behaviors across multiple channels and touchpoints. Marketing Cloud can also use features like Audience Builder and Contact Builder to create unified customer profiles and segments based on various data sources³. Service Cloud should be the system of record for storing

primary attributes (name, address, birthday, phone, and email) about the customer, as it is the system 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 .

NEW QUESTION # 123

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