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Salesforce Certified B2C Solution Architect Sample Questions (Q85-Q90):

NEW QUESTION # 85

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

Answer: A

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/s/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 # 86

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 must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices.
- B. Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit.
- C. Marketing Cloud should serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier.
- 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: A,B

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 # 87

A customer is using B2C Commerce, Marketing Cloud, Service Cloud, and Experience Cloud. They would like to leverage

Salesforce CMS to create common content that can be leveraged across customer touchpoints.

Which two products can leverage Salesforce content without custom integration?

Choose 2 answers

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

Answer: A,D

Explanation:

Salesforce CMS is a product that allows creating, managing, and delivering content across different channels and devices. Salesforce CMS can create common content that can be leveraged across customer touchpoints, such as websites, portals, apps, etc. The products that can leverage Salesforce content without custom integration are:

* Experience Cloud: Experience Cloud is a product that allows creating branded websites and portals for customers, partners, or employees. Experience Cloud can leverage Salesforce content without custom integration, by using CMS Connect or CMS Collections to display content from Salesforce CMS on Experience Cloud pages.

* B2C Commerce: B2C Commerce is a product that allows creating ecommerce websites and storefronts for online shopping. B2C Commerce can leverage Salesforce content without custom integration, by using CMS Connect or CMS Collections to display content from Salesforce CMS on B2C Commerce pages.

Option C is incorrect because Marketing Cloud is a product that allows creating and delivering personalized marketing campaigns across different channels and devices. Marketing Cloud cannot leverage Salesforce content without custom integration, as it requires using APIs or custom code to access content from Salesforce CMS. Option D is incorrect because Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud cannot leverage Salesforce content without custom integration, as it requires using APIs or custom code to access content from Salesforce CMS.

References:

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

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

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

NEW QUESTION # 88

A service organization has a long lifecycle for customers that start as a lead and move through opportunity to active and former customer states. The organization wants to use Sales Cloud and Marketing Cloud as their core customer engagement platforms. Which two considerations should a Solution Architect keep in mind when setting up this multi-cloud use case?

Choose 2 answers

- **A. Set up the contact object with a specific record type 'Lead' that mimics the standard lead object to prevent the duplicate contact from being created in Marketing Cloud.**
- **B. Ensure that when a lead is converted to a contact that the Lead ID is mapped to a custom field on the Contact to be used as the referenced with the Subscriber ID in Marketing Cloud and avoid duplicate records.**
- C. Enable the 'Prevent Duplicates for Lead Conversion' setting when configuring Marketing Cloud Connect to prevent converted contacts from generating a duplicate contact.
- D. Allow both the lead record to generate a contact in Marketing Cloud and the contact record to generate a contact in Marketing Cloud.

Answer: A,B

Explanation:

* Option A is correct because setting up the contact object with a specific record type 'Lead' that mimics the standard lead object to prevent the duplicate contact from being created in Marketing Cloud is a valid consideration for setting up this multi-cloud use case. This way, the service organization can avoid creating duplicate records in Marketing Cloud when leads are converted to contacts in Sales Cloud, as Marketing Cloud will recognize them as the same subscriber based on their record type and subscriber key.

* Option D is correct because ensuring that when a lead is converted to a contact that the Lead ID is mapped to a custom field on the Contact to be used as the referenced with the Subscriber ID in Marketing Cloud and avoid duplicate records is a valid consideration for setting up this multi-cloud use case. This way, the service organization can avoid creating duplicate records in Marketing Cloud when leads are converted to contacts in Sales Cloud, as Marketing Cloud will recognize them as the same subscriber based on their Lead ID and Subscriber ID.

* Option B is incorrect because allowing both the lead record to generate a contact in Marketing Cloud and the contact record to generate a contact in Marketing Cloud is not a valid consideration for setting up this multi-cloud use case, as it would create

duplicate records in Marketing Cloud when leads are converted to contacts in Sales Cloud, unless they have matching subscriber keys.

* Option C is incorrect because enabling the 'Prevent Duplicates for Lead Conversion' setting when configuring Marketing Cloud Connect to prevent converted contacts from generating a duplicate contact is not a valid consideration for setting up this multi-cloud use case, as this setting does not prevent duplicates from being created in Marketing Cloud, but rather prevents duplicates from being created in Sales Cloud when leads are converted.

References:

* [Get Started with B2C Solution Architect Cert Prep - Trailhead]

* [Certification - B2C Solution Architect - Trailhead]

* B2C Solution Architect Certification Guide | Salesforce Ben

NEW QUESTION # 89

When integrating B2C Commerce with Marketing Cloud, which data extension type should be used to store order and product records in Marketing Cloud?

- A. Sendable Data Extension
- B. Synchronized Data Extension
- C. Standard Data Extension
- D. Transactional Data Extension

Answer: C

Explanation:

A standard data extension is a type of data extension that can store any type of data in Marketing Cloud, including order and product records from B2C Commerce. A standard data extension can be created manually or imported from an external source, such as B2C Commerce. A standard data extension can also be used for segmentation, personalization, and reporting in Marketing Cloud. References: https://help.salesforce.com/s/articleView?id=sf.mc_es_data_extensions.htm&type=5

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

[id=sf.mc_co_data_integration_with_commerce_cloud.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_with_commerce_cloud.htm&type=5)

NEW QUESTION # 90

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