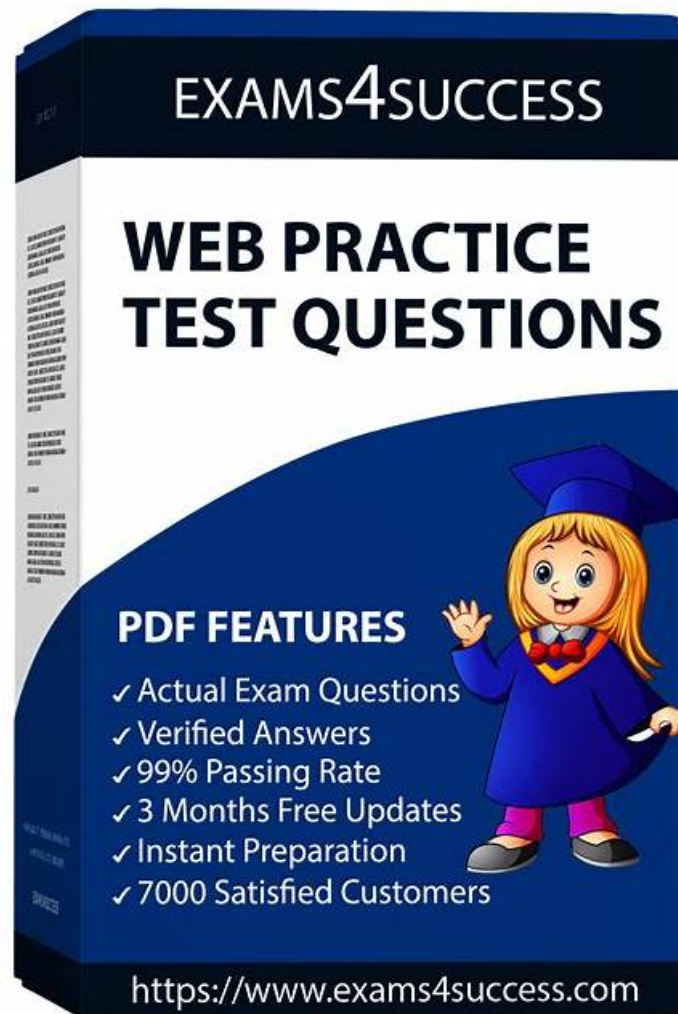


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Salesforce Certified B2C Solution Architect Sample Questions (Q26-Q31):

NEW QUESTION # 26

A company wants to give its service agents a current view in Marketing Cloud of which journeys customers are in at any given time, so that agents can provide a more personal and relevant experience if a customer contacts them.

What approach should a Solution Architect recommend to fulfill this requirement?

- **A. Add the Journey Membership Lightning component from the Marketing Cloud Connect Managed Package to the Contact Page Layout.**
- B. Schedule a batch job in Salesforce to query Marketing Cloud for the contact membership status of all contacts in Journeys on a regular basis (for example, once per hour) and write this to the Contact record.
- C. Develop a custom Lightning web component in Salesforce to query Marketing Cloud in real time to get Contact Journey membership.
- D. Create a multi-select picklist on the contact record, and use the out-of-the-box Contact Update activities in Journey Builder to add or remove the name of the journey as they enter and exit.

Answer: A

Explanation:

The Journey Membership Lightning component is a pre-built component that displays the journeys that a contact is in and their status in each journey. It can be added to the Contact Page Layout in Service Cloud using the Marketing Cloud Connect Managed Package, which enables integration between Service Cloud and Marketing Cloud. References:

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

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

NEW QUESTION # 27

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

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 # 28

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 CRM Analytics. Which two recommendations should a Solution Architect provide to the company to improve the success of the automated campaign?

Choose 2 answers

- **A. Configure Einstein Recommendations in Marketing Cloud to automate segment generation for Journey Builder**
- B. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns

- C. Use CRM Analytics to analyze customer engagement history over the last 24 months
- D. Use SMS as a channel due to its significantly higher engagement rate as compared to email

Answer: A,D

Explanation:

These answers are correct because they are recommendations that can improve the success of the automated re-engagement campaign. Using SMS as a channel can increase the engagement rate as compared to email, as SMS messages have higher open and response rates. Configuring Einstein Recommendations in Marketing Cloud can automate segment generation for Journey Builder, which can help create personalized and relevant messages based on customer data and behavior. References:

<https://www.salesforce.com/products/marketing-cloud/best-practices/sms-marketing-statistics/>

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

mc_pb_einstein_recommendations.htm&type=5

NEW QUESTION # 29

Northern Trail Outfitters (NTO) is a clothing and outdoor specialist retailer. NTO has had success with its B2C store using B2C Commerce, supported by Service Cloud and Marketing Cloud for customer service and email campaigns, respectively. Now, NTO wants to increase its revenue by making personalized product recommendations using Einstein Web & Email Recommendations in Marketing Cloud. These recommendations should be consistent across email, storefront, and service console. Which two things should a Solution Architect consider before recommending this approach?

Choose 2 answers

- A. Each storefront should be linked to its own Marketing Cloud Business Unit to ensure relevant recommendations.
- B. The service console will need a customized Lightning component to display the recommendations,
- C. Product Catalogs can be configured natively to sync from B2C Commerce to Marketing Cloud using a point and click configuration.
- D. Email should be used as the unique identifier since B2C Commerce and Service Cloud may not have the Marketing Cloud Contact Key.

Answer: A,B

Explanation:

A: The service console does not have a native integration with Einstein Web & Email Recommendations, so a customized Lightning component is needed to display the recommendations based on the customer's browsing and purchase history. C. Each storefront should be linked to its own Marketing Cloud Business Unit to ensure relevant recommendations based on the product catalog and customer behavior of each market. This also provides data segregation and customization for each storefront. References:

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

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

NEW QUESTION # 30

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

Answer: A,C,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://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>

NEW QUESTION # 31

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