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Salesforce Certified B2C Solution Architect Sample Questions (Q128-Q133):

NEW QUESTION # 128

A company is in the process of defining the right systems to deliver key capabilities for its B2C business. The company has about 2 million customers, each placing an average of 100 orders each year through its existing B2C Commerce platform.

The company needs a system that can:

- * Deliver a full list of all customer orders throughout their engagement lifetime
- * Provide lifetime engagement tracking and history of the customer
- * Calculate the lifetime value of customers based on their orders

Which three systems should a Solution Architect recommend to meet the company's requirements? Choose 3 answers

- A. Marketing Cloud
- B. Salesforce Order Management
- C. Service Cloud
- D. Heroku
- E. Sales Cloud

Answer: A,B,C

Explanation:

These answers are correct because they are systems that can meet the company's requirements for delivering a full list of all customer orders throughout their engagement lifetime, providing lifetime engagement tracking and history of the customer, and calculating the lifetime value of customers based on their orders. Salesforce Order Management can manage order lifecycle from capture to fulfillment across multiple channels. Service Cloud can provide a complete view of customer interactions across sales, service, marketing, and commerce. Marketing Cloud can track customer engagement across email, mobile, social, web, and more. CRM Analytics can provide insights into customer lifetime value based on order data and engagement history. Reference:

https://help.salesforce.com/s/articleView?id=sfb2c_commerce_oms_integration.htm&type=5

https://help.salesforce.com/s/articleView?id=sfb2c_commerce_service_cloud_integration.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.icx_b2c_crosscloudengagement_connectors.htm&language=en_US&type=5

<https://www.salesforce.com/products/marketing-cloud/what-is-marketing-cloud/>

NEW QUESTION # 129

A university has several branded schools scattered across different colleges. Each of which has its own finances, business processes, and strategies for engaging students. They would like to introduce a university- wide communications strategy that allows their recruitment team to market to potential students globally while allowing each department to recruit existing students for its own programs. They are looking for an environment strategy across their potential purchases of Salesforce and Marketing Cloud.

What should a Solution Architect recommend to meet their needs?

- A. Marketing Cloud and Marketing cloud Connect across multiple connected Salesforce orgs
- B. Marketing Cloud and a single, consolidated Salesforce org spanning all departments
- C. Marketing Cloud with multiple business units and a single, consolidated Salesforce org spanning all departments
- D. Marketing Cloud with multiple business units connected to multiple existing Salesforce orgs with Marketing cloud Connect

Answer: D

Explanation:

Marketing Cloud with multiple business units connected to multiple existing Salesforce orgs with Marketing Cloud Connect is the option that a Solution Architect should recommend to meet the university's needs.

Marketing Cloud allows the university to create and execute personalized marketing campaigns across various channels and audiences. Multiple business units enable the university to have separate sub-accounts for each branded school or department, with different permissions, settings, and content. Multiple existing Salesforce orgs allow the university to maintain their existing finances, business processes, and strategies for each college or school. Marketing Cloud Connect enables the integration between Marketing Cloud and Salesforce orgs, allowing for data synchronization, cross-cloud reporting, and journey activation.

NEW QUESTION # 130

A B2C Commerce merchant has multiple live sites across different brands and geographies all supported by Service Cloud and Marketing Cloud. Unfortunately, the merchant is having customer service challenges caused by fragmented views of the customer. Customers occasionally use alternate email addresses, make purchases as guests, and contact customer service anonymously. The Success Manager believes that Customer Data Platform (CDP) could help them solve their problem. How should a Solution Architect describe the role of CDP in this context?

- A. CDP cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.
- **B. CDP can be used to recognize customers as humans and extend existing records related to that human across connected systems with a consistent Global Party ID.**
- C. When CDP is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed by Customer 360 Data Manager.
- D. CDP can be used to identify multiple records within each separate system representing the same person and assigning them a consistent Global Party ID; additional custom development is then required to relate those IDs between systems.

Answer: B

Explanation:

CDP is a feature that allows creating a unified and holistic view of the customer across different systems and channels. CDP can use various identifiers, such as email, phone, or social media, to recognize customers as humans and extend existing records related to that human across connected systems, such as B2C Commerce, Service Cloud, and Marketing Cloud. CDP can also assign a consistent Global Party ID to each human, which can be used as a unique identifier across the systems. Reference: <https://www.salesforceben.com/the-drip/complete-guide-to-customer-data-platforms-and-salesforce-cdp/>

NEW QUESTION # 131

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

Answer: C

Explanation:

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.

NEW QUESTION # 132

A company wants to use Marketing Cloud to send customer electronic receipts that originate from its point of sale (POS) system. The company has a need for the receipt to be sent no more than 10 minutes after purchase and would like to track all email sends that are being placed to that customer. The Marketing Cloud Contact Key should be the Service Cloud Contact ID.

What solution should a Solution Architect recommend to achieve this need?

- A. Make an API call from the POS to Service Cloud to add the customer if they do not exist; leverage a custom object to send details to Marketing Cloud via Marketing Cloud Connect and synchronized data sources to send the electronic receipt.
- B. Make an API call from the POS to Service Cloud to retrieve the Service Cloud Contact ID. If the customer does not exist, submit a POST to Service Cloud to create the Contact ID, then send the Contact ID to Marketing Cloud via an API to send the electronic receipt.
- **C. Make an API call from the POS to Marketing Cloud to send the electronic receipt. No call is required to Service Cloud to fetch the Contact ID as this information is already available at the POS.**
- D. Make an API call from the POS to Marketing Cloud to send the electronic receipt and then call Service Cloud to add the customer if they do not exist. Use an automation in Marketing Cloud nightly to remove any duplicate contacts that may be

introduced with Marketing Cloud Connect.

Answer: C

Explanation:

This solution allows the company to send the electronic receipt in near real time using the Marketing Cloud Transactional Messaging API, which can handle high-volume and time-sensitive messages. The POS system already has the Service Cloud Contact ID for the customer, so there is no need to make an extra API call to Service Cloud to fetch it. The Service Cloud Contact ID can be passed as the Marketing Cloud Contact Key to ensure data consistency across the systems. Reference:

<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api>

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

NEW QUESTION # 133

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