

# Salesforce B2C-Solution-Architect passing score, B2C-Solution-Architect exam review

| Salesforce B2C Solution Architect Certification Details |                                                                                                           |
|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| Exam Code                                               | B2C Solution Architect                                                                                    |
| Full Exam Name                                          | Salesforce Certified B2C Solution Architect                                                               |
| No. of Questions                                        | 60                                                                                                        |
| Online Practice Exam                                    | <a href="#">Salesforce Certified B2C Solution Architect Practice Test</a>                                 |
| Sample Questions                                        | <a href="#">Salesforce B2C Solution Architect Sample Questions</a>                                        |
| Passing Score                                           | 63%                                                                                                       |
| Time Limit                                              | 120 minutes                                                                                               |
| Exam Fees                                               | <ul style="list-style-type: none"><li>• Registration fee: USD 400</li><li>• Retake fee: USD 200</li></ul> |

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## Salesforce Certified B2C Solution Architect Sample Questions (Q127-Q132):

### NEW QUESTION # 127

A company uses Salesforce to store accounts and contacts. All users have switched to the Lightning Experience user interface. The Account Hierarchy feature is used extensively to relate companies to their subsidiaries. A Solution Architect finds that the data migration process is creating duplicate contacts with different primary accounts.

Which two options can the Solution Architect use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company?

Choose 2 answers

- A. Lightning Data Services
- B. Customer 360 Data Manager
- C. Third-party application or AppExchange tool

- **D. Duplicate Matching Rules**

**Answer: B,D**

Explanation:

\* Option A is correct because Customer 360 Data Manager can be used to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Customer 360 Data Manager is a tool that enables data integration and identity resolution across multiple Salesforce clouds and external systems. It can match and merge duplicate contacts based on various criteria and create a single source of truth for customer data.

\* Option C is correct because Duplicate Matching Rules can be used to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Duplicate Matching Rules are rules that define how Salesforce identifies duplicate records based on standard or custom fields. They can prevent users from creating or updating duplicate contacts based on various criteria and actions.

\* Option B is incorrect because Third-party application or AppExchange tool is not an option that the Solution Architect can use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Third-party application or AppExchange tool is not a specific or native solution for this problem, but rather a general or external solution that may or may not work depending on the features and compatibility of the application or tool.

\* Option D is incorrect because Lightning Data Services is not an option that the Solution Architect can use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Lightning Data Services is a tool that enables developers to access, cache, and modify data in Lightning web components without using Apex code. It does not have any functionality to prevent or resolve duplicate contacts.

References:

- \* [Get Started with B2C Solution Architect Cert Prep - Trailhead]
- \* [Certification - B2C Solution Architect - Trailhead]
- \* B2C Solution Architect Certification Guide | Salesforce Ben

#### NEW QUESTION # 128

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. Develop a custom Lightning web component in Salesforce to query Marketing Cloud in real time to get Contact Journey membership.
- 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. 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.
- **D. Add the Journey Membership Lightning component from the Marketing Cloud Connect Managed Package to the Contact Page Layout.**

**Answer: D**

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_journey_membership_lightning_component.htm&type=5)

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#### NEW QUESTION # 129

A company wants to implement an abandoned cart solution for their ecommerce storefront in Marketing Cloud. The use case is when a customer visits their ecommerce website and adds an item to their shopping cart but does not complete the purchase. After an hour has passed from abandonment, an email containing the item that was in the shopping cart will be sent to the customer to remind them of their incomplete purchase.

What process should a Solution Architect follow to set up the solution?

- **A. Implement collect.js in the ecommerce storefront, create a behavioral trigger, create an email in Marketing Cloud, and create a journey.**

- B. Set up Einstein Recommendations, set up Marketing Cloud Connector, and create an email in Marketing Cloud.
- C. Export the purchase data from B2C Commerce, import the data into Marketing Cloud, and create an email in Content Builder.
- D. Set up Marketing Cloud Connector, create an email in Marketing Cloud, and create a send trigger.

**Answer: A**

Explanation:

An abandoned cart solution is a solution that allows sending personalized and timely email reminders to customers who have added items to their shopping cart but have not completed the purchase. An abandoned cart solution can help increase conversion rates, revenue, and customer loyalty. To implement an abandoned cart solution for their ecommerce storefront in Marketing Cloud, a Solution Architect should follow the following process:

\* Implement collect.js in the ecommerce storefront. Collect.js is a JavaScript code that allows tracking customer behavior and interactions on the ecommerce website, such as browsing products, adding items to cart, etc. Collect.js sends this behavioral data to Marketing Cloud for further analysis and action.

\* Create a behavioral trigger. A behavioral trigger is a rule that defines how to map behavioral data to a target data extension when a customer takes a particular action, such as abandoning a cart or browser session. A behavioral trigger can help automate the data flow and segmentation process based on customer behavior.

\* Create an email in Marketing Cloud. An email is a message that contains text, images, links, and other content that can be sent to customers via email. An email can be created using Content Builder, a tool that allows designing and managing email content in Marketing Cloud.

\* Create a journey. A journey is a sequence of messages and actions that are triggered by customer events or attributes. A journey can be created using Journey Builder, a tool that allows designing and managing customer journeys in Marketing Cloud.

Option A is incorrect because exporting the purchase data from B2C Commerce, importing the data into Marketing Cloud, and creating an email in Content Builder is not a sufficient or efficient process for implementing an abandoned cart solution. This process does not involve creating a behavioral trigger or a journey, which are essential for sending timely and personalized email reminders based on customer behavior.

Option B is incorrect because setting up Marketing Cloud Connector, creating an email in Marketing Cloud, and creating a send trigger is not a suitable or scalable process for implementing an abandoned cart solution.

Marketing Cloud Connector is a feature that allows integrating Marketing Cloud with other Salesforce products, such as Sales Cloud or Service Cloud. It is not necessary or relevant for integrating Marketing Cloud with B2C Commerce. A send trigger is a rule that defines how to send an email to customers based on certain criteria or conditions. However, a send trigger does not capture or leverage the behavioral data collected by collect.js, which is crucial for creating an effective abandoned cart solution. Option D is incorrect because setting up Einstein Recommendations, setting up Marketing Cloud Connector, and creating an email in Marketing Cloud is not a relevant or optimal process for implementing an abandoned cart solution. Einstein Recommendations is a feature that allows generating personalized product recommendations based on customer behavior and preferences. It is not directly related to creating an abandoned cart solution, although it can be used to enhance the email content with relevant recommendations. As mentioned before, Marketing Cloud Connector is not necessary or relevant for integrating Marketing Cloud with B2C Commerce. This process also does not involve creating a behavioral trigger or a journey, which are essential for sending timely and personalized email reminders based on customer behavior. References:

\* [https://help.salesforce.com/s/articleView?id=sf.mc\\_ctc\\_collect\\_code.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_ctc_collect_code.htm&type=5)

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## NEW QUESTION # 130

A company is in the process of defining the authoritative system for key data entities involved in B2C journeys. The company has about 200,000 customers, each averaging 30 orders per year.

Which two systems are considered an authoritative system for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email?

Choose 2 answers

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

**Answer: A,B**

Explanation:

Service Cloud and Marketing Cloud are considered authoritative systems for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email. Service Cloud is the system of record for customer service interactions and case management, and it can store customer consent and preferences for different channels and purposes. Marketing Cloud is the system of record for customer engagement and marketing campaigns, and it can store customer consent and preferences for email, SMS, push notifications, and other channels. B2C Commerce is not an authoritative system for consent and compliance preferences, as it does not store them natively. It can store some primary person attributes such as name, address, phone, and email, but they may not be the most up-to-date or accurate.

Experience Cloud is not an authoritative system for consent and compliance preferences, as it relies on other systems to store them. It can store some primary person attributes such as name, email, and birthday, but they may not be the most up-to-date or accurate. References:

\* [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_data\\_integration\\_best\\_practices.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_best_practices.htm&type=5)

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### NEW QUESTION # 131

Northern Trail Outfitters (NTO) wants to unify customer data with a single identity for each customer across their eCommerce sites and communities. Communities are treated as an identity provider (IDP) for commerce enabling self-service support for products via knowledge articles, crowd-sourced knowledge, and Chatter.

What data should be maintained within Experience Cloud as the primary system?

- A. Payment methods
- B. Communication preferences
- C. Core profile data (name, email)
- D. Shipping address

**Answer: C**

Explanation:

This answer is correct because core profile data (name, email) should be maintained within Experience Cloud as the primary system when using communities as an identity provider (IDP) for commerce. This ensures that customers have a consistent identity across both platforms and can access self-service support features in communities. References: [https://help.salesforce.com/s/articleView?id=sf.b2c\\_commerce\\_service\\_cloud\\_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5)

### NEW QUESTION # 132

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