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Salesforce B2C-Solution-Architect certification is designed to validate a professional's expertise in designing and implementing solutions on the Salesforce Commerce Cloud platform. Salesforce Certified B2C Solution Architect certification is ideal for professionals who work as B2C Solution Architects, Technical Architects, or Solution Designers. It is a globally recognized certification that demonstrates your proficiency in developing and implementing B2C solutions on the Salesforce platform.

Salesforce B2C-Solution-Architect is a certification program offered by Salesforce that is designed to validate an individual's knowledge and skills as a B2C solution architect. Salesforce Certified B2C Solution Architect certification is targeted towards professionals who work with Salesforce's B2C Commerce Cloud platform, and who have an in-depth understanding of its architecture, design, and implementation.

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As the saying goes, opportunities for those who are prepared. If you have made up your mind to get respect and power, the first step you need to do is to get the B2C-Solution-Architect certification, because the certification is a reflection of your ability. If you have the B2C-Solution-Architect Certification, it will be easier for you to get respect and power. Our company happened to be designing the B2C-Solution-Architect exam question.

Salesforce B2C-Solution-Architect Exam is a challenging exam that requires extensive preparation. The candidate must have a strong understanding of Salesforce B2C Commerce Cloud and its applications. B2C-Solution-Architect exam covers a wide range of topics, including Data Modeling, System Architecture, Integration, and Commerce Cloud Platform. The candidate must be able to apply this knowledge to real-world scenarios and solve

complex problems.

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

NEW QUESTION # 118

An organization wants to implement B2C Commerce, Marketing Cloud, and Service Cloud in a phased manner with the goal of keeping the overall project manageable and achieving a quick return on investment.

Their current legacy commerce system is home grown and has frequent, costly outages- making this the highest priority for replacement. The current marketing platform collects only basic analytics from email marketing campaigns and has no awareness of the larger customer context. Currently, the call center meets most customer needs but the process is time-consuming and forces the agent to interact with multiple disconnected systems.

Which two implementation strategies should a Solution Architect recommend when rolling out an integrated customer experience across B2C Commerce, Marketing Cloud, and Service Cloud?

Choose 2 answers

- A. Implement Service Cloud immediately after B2C Commerce in order to leverage the Service Cloud Contact ID as the Marketing Cloud Contact Key when Marketing Cloud is implemented later.
- B. Implement Marketing Cloud immediately after B2C Commerce in order to leverage the Marketing Cloud Contact Key as the Service Cloud Contact ID when Service Cloud is implemented later.
- C. Implement Marketing Cloud and Service Cloud together in one phase after B2C Commerce to ensure that they share a common view of the customer from the beginning.
- D. Implement all three clouds at the same time; the primary identifiers for all three clouds must be synced to the others from the start in order to achieve a unified experience.

Answer: A,D

Explanation:

c) This implementation strategy allows the company to replace their legacy commerce system first, which is their highest priority, and then integrate it with Service Cloud to provide better customer service. By using the Service Cloud Contact ID as the Marketing Cloud Contact Key, the company can ensure a consistent and unified view of the customer across the Salesforce products when Marketing Cloud is implemented later. D. This implementation strategy allows the company to achieve a unified customer experience across all three clouds from the start, but it also requires more resources and coordination to implement all three clouds at the same time. The primary identifiers for all three clouds must be synced to ensure data consistency and avoid duplication. Reference: <https://trailhead.salesforce.com/content/learn/modules/marketing-cloud-contact-management/understand-contacts-and-contact-model-relationships>

NEW QUESTION # 119

A company wants to migrate their existing in-house order management solution to the Salesforce Order Management product, which will trigger post-purchase transactional emails through Marketing Cloud. They are already using B2C Commerce, Service Cloud, and Marketing Cloud, as well as the B2C Commerce - Service Cloud Connector and Marketing Cloud Connect.

What are three actions that a Solution Architect must take when planning and deploying this solution? Choose 3 answers

- A. Integrate Salesforce Order Management to B2C Commerce for order history and user self service.
- B. Migrate subscriber keys in Marketing Cloud to a new Order Management customer identifier.
- C. Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios.
- D. Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector.
- E. Replace the Service Cloud Connector with an Order Management Connector for B2C Commerce.

Answer: A,C,D

Explanation:

Salesforce Order Management is a product that allows managing orders across different channels and systems. To migrate the existing in-house order management solution to the Salesforce Order Management product, the following actions should be taken:

* Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios. Data extensions are tables that store data in Marketing Cloud, and triggered sends are email messages that are sent automatically based on an external event. Data extensions and triggered sends can be used to store order data and send order confirmation, shipment notification, or cancellation emails to customers.

* Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector. The Service Cloud Connector is a cartridge that enables integration between B2C Commerce and Service Cloud. The Order Management Connector is a cartridge that enables integration between B2C Commerce and Salesforce Order Management. Some features of the Service Cloud Connector, such as order history or order cancellation, may conflict with the Order Management Connector, so they should be removed or disabled.

* Integrate Salesforce Order Management to B2C Commerce for order history and user self service. This integration allows customers to view their order history and status, track their shipments, cancel their orders, or initiate returns on the B2C Commerce storefront. This integration also allows agents to view and manage orders in Service Cloud.

Option D is incorrect because migrating subscriber keys in Marketing Cloud to a new Order Management customer identifier is not necessary or recommended. Option E is incorrect because replacing the Service Cloud Connector with an Order Management Connector for B2C Commerce is not possible or advisable.

References:

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

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

*

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementOverview.html>

*

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementConnector.html>

NEW QUESTION # 120

A financial services company wants to implement Service Cloud and Marketing Cloud. A number of profile attributes required for personalization in Marketing Cloud were identified as personally identifiable information (PII) and are too sensitive to be stored in Salesforce.

Tokenized Sending was presented as a way to address these concerns.

Which two implications should a Solution Architect consider if Marketing Cloud Connect is to be used for cloud integration?

Choose 2 answers

- A. All emails will need to be sent through Marketing Cloud or Marketing Cloud Connect to avoid disruptions
- B. The token with all supporting attributes will need to be stored in Service Cloud
- C. The synchronized data extensions will include the token and all PII attributes
- D. The standard email address field for contacts and leads needs to be populated with a token

Answer: A,C

NEW QUESTION # 121

A company is implementing B2C Commerce, Service Cloud, and Marketing Cloud. The company is based in Europe and needs to be compliant with GDPR.

Which two design implementations should a Solution Architect use to ensure GDPR compliance?

Choose 2 answers

- A. Set tracking site preference for each storefront
- B. Use a Salesforce record ID as a single unique identifier to apply across channels and clouds
- C. Use email addresses, SMS, or other channel addresses as the contact key (subscriber key) in Marketing Cloud
- D. Set field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud

Answer: B,D

NEW QUESTION # 122

A company is implementing a multi-locale solution that includes B2C Commerce, Service Cloud, and Marketing Cloud. Order confirmation emails are triggered from either B2C Commerce or Service Cloud and sent from Marketing Cloud.

What are two possible reasons why the shipping method name and description can be missing when these emails are triggered for languages other than US English, while other translated content appears correctly?

Choose 2 answers

- A. The ShippingMethods data extension is missing the label and description field for the corresponding locale.
- B. The locale is not set correctly in the body of the email template.
- C. The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale.
- D. The subscriber in Marketing Cloud does not have a preferred locale set.

Answer: A,C

Explanation:

The shipping method name and description can be missing when order confirmation emails are triggered for languages other than US English, while other translated content appears correctly, for the following possible reasons:

The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale. The shipping method name and description are stored as attributes in B2C Commerce or Service Cloud, and they need to be translated and localized for each supported locale. If the translation or localization is missing or incorrect, the order confirmation email may not display them properly.

The ShippingMethods data extension is missing the label and description field for the corresponding locale. The ShippingMethods data extension is a table in Marketing Cloud that stores the shipping method information for each locale. It has fields for label and description that need to match the values in B2C Commerce or Service Cloud. If the fields are missing or mismatched for a certain locale, the order confirmation email may not display them properly.

Option B is incorrect because the subscriber in Marketing Cloud does not need to have a preferred locale set. The locale can be determined by the order data or the storefront language. Option C is incorrect because the locale can be set correctly in the email template using AMPscript or SSJS variables. Reference:

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

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

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

NEW QUESTION # 123

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