

B2C-SOLUTION-ARCHITECT^{Q&As}

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QUESTION 1

Universal Containers (UC) is utilizing B2C Commerce today and is considering utilizing CDP as a means of unifying all of their systems and recognize their existing customers as individuals across systems. They are about to install the Commerce Cloud CDP Connector and would like to understand how the unified profile process will work.

What configurations should a Solution Architect create to correctly identify unified profiles as individuals between CDP and B2C Commerce?

- A. Create Data Segments within CDP and create customer groups within B2C Commerce with the CDP Data Segments
- B. Create Customer Groups within B2C Commerce and create data segments within CDP with CDP Data Segments
- C. Create Individuals within CDP and create customer groups within B2C Commerce with the correct segments
- D. Create Data Segments within CDP and create customers within B2C Commerce with the CDP Data Segments

Correct Answer: C

Creating Individuals within CDP and creating customer groups within B2C Commerce with the correct segments are the configurations that a Solution Architect should create to correctly identify unified profiles as individuals between CDP and B2C Commerce. Individuals are the entities that represent a person in CDP and can be created from various data sources using identity resolution rules. Customer groups are the entities that represent a segment of customers in B2C Commerce and can be created using attributes or rules. The Commerce CDP Connector allows for bi-directional synchronization of Individuals and customer groups between CDP and B2C Commerce, enabling a unified profile process.

QUESTION 2

A retail company currently uses B2C Commerce, Service Cloud, and Marketing Cloud. The company plans to launch a winter sweepstakes campaign to attract new customers. The signup page is hosted on B2C Commerce and collects new customer details like name, phone number, and email. In order to enter the sweepstakes, the customer must sign up to receive marketing communications. In return, they will receive a coupon for 20% off their next purchase.

Which option should be defined as the data source authority for the customer attributes collected from the sweepstakes page?

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

Correct Answer: D

B2C Commerce should be defined as the data source authority for the customer attributes collected from the sweepstakes page, as it is the system that captures the customer data directly from the web form and validates the customer consent and compliance preferences. The other systems can consume or sync the customer data from B2C Commerce, but they should not overwrite or modify the data without the customer's consent.

QUESTION 3

Northern Trail Outfitters (NTO) wants to bring data from across all parts of their Salesforce Customer Success Platform Into the Marketing Cloud account. A Solution Architect recommends using Synchronized Data Sources In Contact Builder and Marketing Cloud Connect to Integrate multiple business units In their account.

Which API does the Solution Architect need to use with Marketing Cloud Connect for this integration?

- A. Tooling API
- B. REST API
- C. SOAP API
- D. Streaming API

Correct Answer: C

C is correct because Marketing Cloud Connect uses the SOAP API to integrate multiple business units in Marketing Cloud with Salesforce core orgs. The SOAP API enables data synchronization, triggered sends, journey builder integrations,

and tracking data.

A is incorrect because the Tooling API is used to create and modify metadata in Salesforce core orgs, such as custom objects, fields, workflows, etc. It is not used for Marketing Cloud Connect integration.

B is incorrect because the REST API is used to access resources in Marketing Cloud, such as contacts, content, campaigns, etc. It is not used for Marketing Cloud Connect integration.

D is incorrect because the Streaming API is used to receive notifications of data changes in Salesforce core orgs, such as record updates, deletes, etc. It is not used for Marketing Cloud Connect integration.

References:

<https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm>

https://developer.salesforce.com/docs/atlas.en-us.api_tooling.meta/api_tooling/intro_api_tooling.htm :
<https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm>

https://developer.salesforce.com/docs/atlas.en-us.api_streaming.meta/api_streaming/intro_stream.htm

QUESTION 4

Key business stakeholders have asked for a new business requirement that requires a multi-cloud solution design using self-service commerce, a service agent console, and marketing communication. A Solution Architect was brought in to lead the end-to-end solution design and delivery.

Which two actions should the Solution Architect take to accurately capture these requirements?

Choose 2 answers

- A. Set up DevOps processes and environments in preparation for the discovery workshops.
- B. Design the solution and hand it off to the delivery team to start to build and test it.

C. Include functional and technical experts across discovery workshops to ensure requirements and priorities are captured.

D. Draft a requirements and process document. Invite key business and technical/design team stakeholders to review and approve.

Correct Answer: CD

These answers are correct because they are actions that a Solution Architect should take to accurately capture the requirements for a multi-cloud solution design. Including functional and technical experts across discovery workshops can help ensure that the requirements and priorities are captured from different perspectives and domains. Drafting a requirements and process document can help document the business needs, expectations, and constraints for the solution design. Inviting key business and technical/design team stakeholders to review and approve the document can help validate the requirements and ensure alignment.

References: <https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process>

QUESTION 5

Northern Trail Outfitters (NTO) exported all the Account records from Salesforce and used a data transformation tool to clean up values in the phone field using a standardized format. The export file has more than 2 million records. During previous data loads for similar updates on the Account object, NTO did not experience any issues with row lock.

Which feature of Data Loader should be used to load this data back into Salesforce faster?

- A. REST API
- B. Bulk API Serial Mode
- C. SOAP API
- D. Bulk API

Correct Answer: D

Bulk API is a feature of Data Loader that allows loading large amounts of data into Salesforce faster and more efficiently. Bulk API uses asynchronous processing to handle data in batches, which reduces network overhead and improves performance. Bulk API is suitable for loading data files with more than 20,000 records or larger than 10 MB. The export file has more than 2 million records, so Bulk API should be used to load this data back into Salesforce faster.

References: https://help.salesforce.com/s/articleView?id=sf.data_loader_bulk.htm&type=5
https://developer.salesforce.com/docs/atlas.en-us.api_asynch.meta/api_asynch/asynch_api_intro.htm

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