

# B2C-SOLUTION-ARCHITECT<sup>Q&As</sup>

Salesforce Certified B2C Solution Architect

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## QUESTION 1

An organization wants to avoid sending post-purchase review emails until a customer has had a chance to receive and try out their order. The typical shipping duration is around 3 days, but the organization is unsure about how long it takes a customer to try the product once it has been delivered.

What should the company do to leverage its Salesforce product suite and optimize the open rates for its post-purchase emails?

- A. Use B2C Commerce to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Einstein Engagement Split based on open rate to optimize the additional delay for product testing.
- B. Use Salesforce Order Management to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Engagement Split with 1-, 2-, and 3-day Wait activity based on open rate to optimize the additional delay for product testing.
- C. Use B2C Commerce to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Engagement Split with 1-, 2-, and 3-day Wait activity based on open rate to optimize the additional delay for product testing.
- D. Use Salesforce Order Management to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Einstein Engagement Split based on open rate to optimize the additional delay for product testing.

Correct Answer: A

B2C Commerce can trigger a Marketing Cloud post-purchase journey using the Transactional Messaging API. Journey Builder can use a Wait activity to delay the email delivery based on a fixed duration or a date attribute. Einstein Engagement Split can use AI to determine the optimal path for each customer based on their engagement behavior, such as open rate. References: <https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api> [https://help.salesforce.com/s/articleView?id=sf.mc\\_jb\\_wait\\_activity.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_jb_wait_activity.htm&type=5) [https://help.salesforce.com/s/articleView?id=sf.mc\\_jb\\_einstein\\_engagement\\_split.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_jb_einstein_engagement_split.htm&type=5)

## QUESTION 2

Northern Trail Outfitters (NTO) wants incoming support cases to automatically be routed to the correct team based on customer purchases.

Which option should a Solution Architect configure to accomplish this?

- A. Auto Response rules and Support Processes
- B. Apex trigger on a Case object
- C. Queues and Assignment rules
- D. Auto-launched Flow with a Record Trigger

Correct Answer: C

Queues and Assignment rules are features of Service Cloud that allow incoming support cases to be automatically routed to the correct team or agent based on predefined criteria, such as customer purchases, case origin, or case

priority.

### QUESTION 3

A merchant wants to store past purchase history in Marketing Cloud to use for segmentation and personalization of promotional emails.

All data must be encrypted at rest to comply with the merchant's security standards.

Which solution is appropriate?

- A. Shield Platform Encryption
- B. Tokenized Sending
- C. Transparent Data Encryption
- D. Field Level Encryption

Correct Answer: D

Field Level Encryption is a feature that allows encrypting data at field level in Marketing Cloud. It encrypts data at rest to facilitate compliance with data privacy and security regulations. It also allows importing encrypted data into Marketing Cloud and decrypting it at send time. References:

[https://help.salesforce.com/s/articleView?id=sf.mc\\_overview\\_field\\_level\\_encryption.htm&language=en\\_US&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_overview_field_level_encryption.htm&language=en_US&type=5)

### QUESTION 4

An existing Salesforce customer has B2C Commerce, Service Cloud, and Marketing Cloud, but none of their customer data is integrated. Marketing Cloud has around 2 million subscribers using email address as the subscriber key, B2C Commerce has 750,000 registered customers, and Service Cloud only has records for about 50,000 customers who have previously created support cases or contacted customer service.

What is the optimum sequence of events a Solution Architect should follow when integrating customer data across these systems?

- A. Marketing Cloud Subscriber Key Migration, Load Marketing Cloud Subscribers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Load B2C Commerce customers into Service Cloud, Enable Marketing Cloud Connect
- B. Load B2C Commerce customers into Service Cloud, Load Marketing Cloud Subscribers Into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Marketing Cloud Subscriber Key Migration, Enable Marketing Cloud Connect
- C. Load B2C Commerce customers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Marketing Cloud Subscriber Key Migration, Load Marketing Cloud Subscribers into Service Cloud, Enable Marketing Cloud Connect
- D. Marketing Cloud Subscriber Key Migration, Enable Marketing Cloud Connect, Load Marketing Cloud Subscribers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Load B2C Commerce customers into Service Cloud

Correct Answer: B

This sequence of events ensures that all customer data is integrated across the systems and that Marketing Cloud uses Service Cloud Contact IDs as the subscriber key. This allows for a consistent and unified view of the customer across the Salesforce products.

References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_subscriber\\_key\\_migration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5)  
[https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_marketing\\_cloud\\_connect.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect.htm&type=5)

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#### QUESTION 5

A company has Person Account set up on their Sales Cloud and they now want to map subscriber data in Marketing Cloud. What should a Solution Architect recommend?

- A. Sync Subscriber object.
- B. A Sync Person Account object.
- C. Sync Individual object.
- D. Sync Contact object.

Correct Answer: B

Syncing Person Account object can help map subscriber data in Marketing Cloud when the company has Person Account set up on their Sales Cloud. This can enable bi-directional data integration between Sales Cloud and Marketing Cloud for Person Accounts, which are records that combine both Account and Contact information for individuals.

References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_person\\_accounts.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_person_accounts.htm&type=5)

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