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QUESTION 1

A customer is currently implementing B2C Commerce and wants to use Marketing Cloud to send triggered emails like the Welcome Email, Order Confirmation, and Order Status Update Email. The customer is not interested in Sales or Service Cloud.

Which three steps are required to configure the Marketing Cloud for B2C Commerce storefront triggered emails?

Choose 3 answers

- A. Configure data extensions in Marketing Cloud for B2C Commerce objects.
- B. Extend the B2C Commerce storefront to trigger emails via Marketing Cloud's journey REST APIs.
- C. Set up jobs in B2C Commerce to send catalog, product, order, and customer to Marketing Cloud SFTP.
- D. Copy and paste the Collect Script within the head or body in the website template.
- E. Update order.export custom object in B2C Commerce with the Marketing Cloud object data extension

Correct Answer: BDE

B. Extending the B2C Commerce storefront to trigger emails via Marketing Cloud's journey REST APIs allows the customer to send triggered emails based on customer behavior on the storefront, such as signing up, placing an order, or abandoning a cart. The REST APIs can also pass data attributes, such as order details or personalization information, to Marketing Cloud. D. Copying and pasting the Collect Script within the head or body in the website template allows the customer to track customer behavior on the storefront using Marketing Cloud's Web and Mobile Analytics feature. The Collect Script can also capture customer attributes, such as email address or contact key, and send them to Marketing Cloud. E. Updating order.export custom object in B2C Commerce with the Marketing Cloud object data extension allows the customer to map order data from B2C Commerce to Marketing Cloud using a point-and-click configuration in Business Manager. This enables order data synchronization between B2C Commerce and Marketing Cloud.

References: <https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>
<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api>
https://help.salesforce.com/s/articleView?id=sf.mc_pb_web_and_mobile_analytics.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_with_commerce_cloud.htm&type=5

QUESTION 2

Universal Containers (UC) is in the process of implementing a B2C Commerce site for their storefront, and Experience Cloud for their support and help desk. UC wants to ensure that there is a single login and data experience between the two sites while also being relatively seamless.

Given the need for a single login experience, what should the primary system be for all authentication?

- A. Salesforce Identity
- B. B2C Commerce
- C. Service Cloud
- D. Experience Cloud

Correct Answer: A

This answer is correct because it is the primary system that should be used for all authentication between B2C Commerce site and Experience Cloud site. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and

Experience Cloud, and it can provide a single login and data experience between the two sites. Salesforce Identity can also store customer profile data in a single place and sync it across systems.

References:

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

QUESTION 3

An organization has a product catalog containing 500,000 unique SKUs and a total customer base of approximately 3 million customers, of which 250,000 are active in a given month. In order to better understand shopper behavior and build customer marketing journeys tailored to customer personas, the organization wants to track each product view event per customer and SKU across its commerce storefront.

Which integration and data storage architecture should a Solution Architect recommend to support this goal?

- A. Store as B2C Commerce custom objects and, using jobs, transfer the data to Marketing Cloud on an hourly basis.
- B. Store in a Marketing Cloud Data Extension, and use the Marketing Cloud APIs to update from B2C Commerce when a product is viewed on the storefront.
- C. Leverage collect.js on the B2C Commerce storefront to track product page views which can be segmented in journeys using decision splits.
- D. Store as records in Salesforce Platform custom objects, and use the Salesforce APIs to update from B2C Commerce and Marketing Cloud when a product is viewed on the storefront.

Correct Answer: C

Leveraging collect.js on the B2C Commerce storefront allows the organization to track product page views and other web analytics data using Marketing Cloud's Einstein Web Recommendations feature. This data can be used to segment customers in journeys using decision splits based on their product interests and behaviors.

QUESTION 4

Northern Trail Outfitters (NTO) operates its website on B2C Commerce. NTO recently decided to update its Customer Service from a bespoke solution to Service Cloud.

NTO currently has around two million customer records in its B2C Commerce database that need to be migrated into Service Cloud.

What should a Solution Architect recommend to export all the customer data from B2C Commerce and import into Service Cloud without additional development?

- A. Export the data using B2C Commerce APIs, and import it into Salesforce using Data Loader.
- B. Export the data using B2C Commerce APIs, and import it into Salesforce using Data Import Wizard.

- C. Export the data using Business Manager, and import it into Salesforce using the Data Import Wizard.
- D. Export the data using Business Manager, and import it into Salesforce using Data Loader.

Correct Answer: D

This answer is correct because it is a way to export all the customer data from B2C Commerce and import into Service Cloud without additional development. Business Manager is a tool that allows B2C Commerce administrators to export customer data in CSV format. Data Loader is a tool that allows Salesforce administrators to import data from CSV files into Salesforce objects. References: <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochehelp/BusinessManager/ExportingCustomerData.html> https://developer.salesforce.com/docs/atlas.en-us.dataLoader.meta/dataLoader/data_loader.htm

QUESTION 5

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

Correct Answer: A

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_marketing_cloud_connect.htm&type=5

QUESTION 6

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to implement an Abandoned Cart Solution Workflow so that personalized messages are sent to shoppers who add items to their cart but abandon the B2C Commerce storefront.

Which two options should a Solution Architect recommend to meet this requirement? Choose 2 answers

- A. Configure streaming updates for catalog importing, implement the Collect Tracking Code, and leverage Journey Builder to trigger an abandoned cart message.
- B. Configure B2C Commerce catalog, product, order, and customer data feeds; implement Marketing Cloud collect.js and trigger an abandoned cart message through Journey Builder.

C. Configure streaming updates for catalog importing, implement Google Analytics tracking, and leverage Journey Builder to trigger an abandoned cart message.

D. Configure B2C Commerce catalog, product, inventory, and customer data feeds; implement Marketing Cloud collect.js and trigger an abandoned cart message through Journey Builder.

Correct Answer: AB

Both options A and B are valid ways to implement an Abandoned Cart Solution Workflow using B2C Commerce and Marketing Cloud. Option A uses streaming updates for catalog importing, which allows for near real-time updates of product information in Marketing Cloud. Option B uses data feeds that are transferred via SFTP and imported via Automation Studio, which allows for more control over the data format and frequency. Both options use collect.js or Collect Tracking Code to monitor shopper behavior on the B2C Commerce site and share it with Marketing Cloud. Both options also use Journey Builder to trigger personalized messages based on abandoned cart events. Option C is not valid because Google Analytics tracking is not part of the solution. Option D is not valid because inventory data is not required for the solution. References: https://help.salesforce.com/s/articleView?id=sf.icx_b2c_abandonedcart_req_workf_low.htm&language=en_US&type=5 <https://trailhead.salesforce.com/content/learn/modules/salesforce-solution-kits-quick-look/c360-sk1>

QUESTION 7

An organization operating more than 20 beauty, personal care, and health brands wants to move from its on-premise CRM system to Service Cloud and Marketing Cloud. Because a customer's privacy and marketing preferences can vary based on the brand, the organization needs to track those preferences to run consent-based marketing campaigns.

Which consideration should a Solution Architect keep in mind with respect to consent preferences in Marketing Cloud with the consent data model?

A. A separate contact is required for each brand where consent is independently managed; the total count of contacts in Marketing Cloud can be larger than the number of individual customers.

B. When multiple brands are operated in a single org, the native relationship between Business, Brand, and Contact object helps distinguish privacy and consent preferences that vary between different brands.

C. Global consent governs all-or-nothing consent settings that should be managed on the Contact object to follow cross-cloud data strategy best practice using the contact ID as the primary key in Marketing Cloud.

D. When a subscriber unsubscribes without following the unsubscribe link provided in the message, the unsubscribe request is sent to Marketing Cloud directly and synchronized to the Salesforce Consent Data Model through Marketing Cloud Connect.

Correct Answer: A

This answer is correct because the consent data model in Marketing Cloud allows for multiple contacts per individual customer, each with their own consent preferences for different brands. This enables consent-based marketing campaigns across multiple brands in a single org. References: https://help.salesforce.com/s/articleView?id=sf.mc_cab_consents.htm&type=5

QUESTION 8

Which two considerations should the Solution Architect keep in mind while designing the solution for OOB? Choose 2 answers

- A. Every REST call between B2C Commerce and Service Cloud counts towards API governor limits.
- B. The OOBO shopping experience requires that Salesforce service agent users authenticate against the B2C Commerce environment before creating the shopping session.
- C. Middleware, like Mulesoft, must be used to ensure the security and uptime of the integration between B2C Commerce and Service Cloud.
- D. The Service Agent cannot order on behalf of the customer if the customer is offline.

Correct Answer: AB

The REST calls between B2C Commerce and Service Cloud are subject to API governor limits, which can affect the performance and availability of the integration. The service agent users need to have B2C Commerce permissions and access keys to log in and place orders on behalf of registered storefront shoppers.

QUESTION 9

A company plans to build a new B2C Commerce storefront for a popular segment of products that generate high-volume sales. Their team is evaluating whether B2C Commerce is the right platform to build this storefront, and they are specifically concerned about how quotas and limits directly impact the efficiency and stability of solutions built on the platform.

Which two considerations should a Solution Architect keep in mind when considering B2C Commerce Governance and Quotas?

Choose 2 answers

- A. Object quotas status is updated with an up to 20-minute delay. Therefore, a Solution Architect must consider this delay when performing calculations related to traffic and limits.
- B. For sandbox instances, quotas can be softened by exporting them from a production instance and importing them onto a sandbox instance. This approach lets Solution Architects match the development environment to the production environment.
- C. Unless a site is experiencing performance issues, the Solution Architect can assume that quota violations have not occurred.
- D. If an enforced quota is exceeded, an exception is thrown, which prevents the current operation from completing. The Solution Architect should design the solution so that the exception can be caught within a customization.

Correct Answer: AD

B2C Commerce Governance and Quotas are a set of rules and limits that apply to B2C Commerce instances to ensure the efficiency and stability of solutions built on the platform. The following considerations should be kept in mind when considering B2C Commerce Governance and Quotas: Object quotas status is updated with an up to 20-minute delay. Therefore, a Solution Architect must consider this delay when performing calculations related to traffic and limits. Object quotas are limits on the number of objects that can be created or stored in B2C Commerce, such as products, categories, customers, orders, etc. The object quotas status shows the current usage and remaining capacity of each object quota. However, the status is not updated in real time, but with an up to 20-minute delay. This means that the Solution Architect should account for this delay when estimating the traffic and limits for each object quota. If an enforced quota is exceeded, an exception is thrown, which prevents the current operation from completing. The Solution Architect should design the solution so that the exception can be caught within a customization. Enforced quotas are quotas that are strictly enforced by B2C Commerce and cannot be exceeded or changed by customers. Examples of enforced quotas are API calls per hour, script execution time, cache size, etc. If an enforced quota is exceeded, B2C

Commerce throws an exception that stops the current operation from completing. This can result in errors or failures in the storefront or backend processes. The Solution Architect should design the solution so that the exception can be caught within a customization and handled gracefully. Option B is incorrect because sandbox quotas cannot be softened by exporting them from a production instance and importing them onto a sandbox instance. Sandbox quotas are fixed and cannot be changed by customers. Option C is incorrect because the Solution Architect cannot assume that quota violations have not occurred unless a site is experiencing performance issues. Quota violations can occur without affecting the site performance, but they can still cause errors or failures in certain operations or processes.

References: <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demaware.dochehelp/Governance/GovernanceOverview.html>

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demaware.dochehelp/Governance/ObjectQuotas.html>

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demaware.dochehelp/Governance/EnforcedQuotas.html>

QUESTION 10

A large cosmetics company is planning a customer marketing campaign this summer that allows early access to new product launches in exchange for consent to contact participants through text or email. Future communications to those who \opt-in\ includes information on future product launches, store events, and holiday promotions.

The company plans to offer a \preference center\ within the commerce experience, where authenticated users can opt-in or opt-out of various methods of direct communication.

In which two ways should a Solution Architect define the appropriate systems and methods for user registration and communication preferences, and recommend where native platform functionality within each platform may need to be extended?

Choose 2 answers

- A. Allow cookie consent to auto-enable email and/or mobile communications directly to the customer.
- B. Allow customers to unsubscribe via email with one click, and opt-in or opt-out of specific communication methods through a hosted preference center.
- C. Use native B2C Commerce registration options during the browse and checkout experience, and extend these features to provide an opt-in or opt-out communication preference center on a secure page within the same storefront UI.
- D. Implicitly enroll all customers in direct mobile communications during checkout, and allow customers to opt-in or opt-out of all services via email sent by Marketing Cloud.

Correct Answer: BC

Option B is correct because allowing customers to unsubscribe via email with one click is a best practice for email marketing and compliance with anti-spam laws, and allowing customers to opt-in or opt-out of specific communication methods

through a hosted preference center is a way to provide more granular control and personalization for customers.

Option C is correct because using native B2C Commerce registration options during the browse and checkout experience is a way to capture customer information and consent, and extending these features to provide an opt-in or opt-out

communication preference center on a secure page within the same storefront UI is a way to leverage the existing B2C

Commerce platform and provide a consistent user experience.

Option A is incorrect because allowing cookie consent to auto-enable email and/or mobile communications directly to the customer is not a valid or sufficient way to obtain customer consent for direct marketing purposes, and may violate privacy laws and regulations.

Option D is incorrect because implicitly enrolling all customers in direct mobile communications during checkout is not a valid or sufficient way to obtain customer consent for direct marketing purposes, and may violate privacy laws and regulations. Additionally, allowing customers to opt-in or opt-out of all services via email sent by Marketing Cloud is not a user-friendly or secure way to manage customer preferences.

References:

[Certification - B2C Solution Architect - Trailhead] [Study for the B2C Solution Architect Certification | Salesforce - Trailhead] [B2C Solution Architect Certification Guide | Salesforce Ben]

QUESTION 11

A financial company uses an external system for pricing and quotation.

What is the recommended approach to use the pricing and discount rules in the external system within Salesforce during the loan application process?

- A. Rebuild the logic used in the external system using Apex.
- B. Use the API callout component in Process Builder to retrieve the latest information from the external system during the loan application process.
- C. Use an external object to store pricing and discount information.
- D. Use the Apex callout to retrieve the latest information from the external system during the loan application process.

Correct Answer: D

This option allows you to use Apex code to make HTTP requests and receive HTTP responses from an external system, such as a pricing and quotation service. You can use the `@future(callout=true)` annotation to make asynchronous callouts from Apex triggers or invocable methods. The other options are either not feasible or not optimal for this use case.

QUESTION 12

A company wants to send a coupon code to VIP customers who have abandoned their cart. The company also wants to track email open and forward count, as well as disable the coupon code after a single use.

Which set of platforms and native services should a Solution Architect recommend to satisfy these requirements?

- A. Service Cloud for customer segmentation; third-party service for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Service Cloud to track email opens and forwards.
- B. Marketing Cloud for customer segmentation; B2C Commerce for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Marketing Cloud to track email opens and forwards.

C. B2C Commerce for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Service Cloud to track email opens and forwards.

D. Marketing Cloud for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce to send abandoned cart emails; Tableau CRM to track email opens and forwards.

Correct Answer: B

B is correct because Marketing Cloud can be used for customer segmentation based on VIP status and cart abandonment behavior. B2C Commerce can be used for creation of coupon codes using promotion rules and coupon code restrictions. B2C Commerce and Marketing Cloud functionalities can be used to send abandoned cart emails using the Marketing Cloud Connector cartridge and the Abandoned Cart Journey template. Marketing Cloud can track email open and forward count using tracking metrics. A is incorrect because Service Cloud is not used for customer segmentation or creation of coupon codes. Service Cloud is used for customer service and case management. C is incorrect because B2C Commerce is not used for customer segmentation or creation of coupon codes. B2C Commerce is used for online shopping and order management. D is incorrect because Tableau CRM is not used to track email open and forward count. Tableau CRM is used for data analysis and visualization. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_create_audience_segment.htm&type=5
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/coupons/b2c_creating_coupon_codes.html
https://help.salesforce.com/s/articleView?id=sf.mc_co_abandoned_cart_journey.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_es_email_tracking_metrics.htm&type=5

QUESTION 13

A company uses B2C Commerce, Marketing Cloud, and Service Cloud and requires that customers create an account before making their first purchase.

Which system creates the customer ID and which system creates an additional ID to use as the customer primary record?

- A. Service Cloud creates a customer ID and an additional ID to be used as the primary record.
- B. A B2C Commerce creates a customer ID and an additional ID to be used as the primary record.
- C. Marketing Cloud creates a customer ID but the primary ID should be created through B2C Commerce.
- D. B2C Commerce creates a customer ID but the primary record should be created through Service Cloud.

Correct Answer: D

Option D is correct because B2C Commerce creates a customer ID when a customer registers an account before making their first purchase, but the primary record should be created through Service Cloud using an external ID field that

matches the customer ID from B2C Commerce. This way, Service Cloud can store additional customer information and provide a single source of truth for customer data across multiple Salesforce clouds.

Option A is incorrect because Service Cloud does not create a customer ID when a customer registers an account on B2C Commerce, nor does it create an additional ID to be used as the primary record. Service Cloud uses an external ID

field that matches the customer ID from B2C Commerce to create or update customer records.

Option B is incorrect because B2C Commerce does not create an additional ID to be used as the primary record when a

customer registers an account. B2C Commerce only creates a customer ID that can be matched with an external ID field

in Service Cloud or other Salesforce clouds. Option C is incorrect because Marketing Cloud does not create a customer ID when a customer registers an account on B2C Commerce, nor does it create a primary ID that should be used by

other Salesforce clouds. Marketing Cloud uses subscriber keys that can be mapped to customer IDs from B2C Commerce or other external systems.

References:

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QUESTION 14

A company uses B2C Commerce to capture customer orders and then uses an ETL tool to send the orders to an ERP system for processing. The company also uses Service Cloud and would like to display the processed orders in that system as well, in case their service reps need to refer to an order. However, the order data itself does not need to be copied.

Which tool can a Solution Architect use to meet this requirement?

- A. Remote Process Invocation
- B. Salesforce Connect
- C. Streaming API
- D. Batch Data Synchronization

Correct Answer: B

This answer is correct because Salesforce Connect can be used to display external data in Salesforce without copying or storing it. Salesforce Connect uses external objects to access data from an external system via an adapter. This way,

the order data from the ERP system can be displayed in Service Cloud as read-only records without consuming additional storage space.

References:

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

QUESTION 15

A luxury retailer is about to implement B2C Commerce and Marketing Cloud for their online presence. They are well known for being open with their customers when it comes to their customers' purchases. For example, if a customer asks for a record of their recent purchases, they provide it very quickly within their stores. They would like this to reflect in their online presence as well.

Given that requirement and the requirement to adhere to global data privacy acts, what are two out-of-the-box features the retailer should enable across these clouds when it comes to providing customers access to their own data?

Choose 2 answers

- A. Use the Contact Data Portability report in Marketing Cloud to create a report containing subscriber data related to a single contact.
- B. Use the Customer Data Snapshots report in Commerce Cloud to create a report containing purchaser data related to a single customer.
- C. Use the Contact Data Snapshots report in Commerce Cloud to create a report containing purchaser data related to a single contact.
- D. Use the Customer Data Portability report in Marketing Cloud to create a report containing subscriber data related to a single customer.

Correct Answer: AB

A. The Contact Data Portability report in Marketing Cloud is a feature that allows creating a report containing subscriber data related to a single contact, such as email address, name, phone number, preferences, etc. This report can be used to provide customers access to their own data or comply with data privacy regulations, such as GDPR or CCPA. B. The Customer Data Snapshots report in Commerce Cloud is a feature that allows creating a report containing purchaser data related to a single customer, such as order history, payment methods, addresses, etc. This report can be used to provide customers access to their own data or comply with data privacy regulations, such as GDPR or CCPA.

References: https://help.salesforce.com/s/articleView?id=sf.mc_overview_contact_data_portability.htm&type=5 https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/admin/b2c_customer_data_snapshots.html

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