

B2C-SOLUTION-ARCHITECT^{Q&As}

Salesforce Certified B2C Solution Architect





Pass Salesforce B2C-SOLUTION-ARCHITECT Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.pass4itsure.com/b2c-solution-architect.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce
Official Exam Center

-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers





QUESTION 1

An organization is considering using the Lead object in Sales Cloud to track customers who have signed up for their newsletter. The goal is to add these customers to a Marketing Cloud nurture campaign. Once they make a purchase, the

suggested design is to convert the Lead to a Contact record and associate the resulting Contact with a Marketing Cloud Subscriber. What recommendation should a Solution Architect make to avoid implementation challenges?

- A. Ensure that the Marketing Cloud Contact associated with the Lead is updated to reference the Contact after conversion.
- B. Avoid using the Lead object by creating Contacts with different Record Types for prospects.
- C. Delete the Marketing Cloud Contact associated with the Lead object after conversion.
- D. Add prospects who have not created an account or made a purchase to Marketing Cloud directly without creating a Lead.

Correct Answer: A

This option ensures that the Marketing Cloud Contact is linked to the correct Salesforce record after the Lead is converted to a Contact, and that the contact utilization is not affected by duplicate records. The other options can result in data loss, inconsistent reporting, or unnecessary complexity.

QUESTION 2

An ecommerce company has one B2C Commerce Primary Instance Group with three storefronts and is considering Marketing Cloud for email messaging and customer journey orchestration. The company has a strong desire to implement product recommendations in their email messaging as well as implement the abandoned cart use-case.

Which two approaches should a Solution Architect recommend to ensure that the company can implement solutions that align with their requirements?

Choose 2 answers

- A. Implement Marketing Cloud with a single business unit as that unit can share its product catalog across the three B2C Commerce storefronts and generate storefront-specific product recommendations.
- B. Implement a separate business unit for each B2C Commerce storefront to ensure that each storefront has its own Marketing Cloud product catalog from which product recommendations will be driven.
- C. Implement abandoned cart using Marketing Cloud's Behavioral Trigger feature and create an abandonment journey for all three storefronts from a single business unit. Marketing Cloud will manage ensuring that product recommendations are storefront specific via Marketing Cloud Einstein.
- D. Implement abandoned cart using Marketing Cloud's Behavioral Trigger feature and create an abandonment journey for each storefront and their paired business unit. The B2C Commerce storefront must also be extended to re-create the customer's shopping cart with abandoned products.

Correct Answer: BD

This approach allows the company to have a separate business unit for each B2C Commerce storefront, which provides



data segregation and customization for each market. Each business unit can have its own Marketing Cloud product catalog, which is a data extension that contains product information for generating product recommendations using Einstein. D. This approach allows the company to implement abandoned cart using Marketing Cloud's Behavioral Trigger feature, which can track customer behavior on the B2C Commerce storefront and trigger an email journey based on predefined rules. The abandonment journey can include product recommendations based on the products left in the cart. The B2C Commerce storefront must also be extended to re-create the customer's shopping cart with abandoned products using a link or button in the email. References:

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

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

<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/abandoned-cart>

QUESTION 3

A customer has been using Marketing Cloud with their existing (non-Salesforce) ecommerce site for more than 3 years and is now implementing Service Cloud to help improve the quality of support given to their customers. While Service

Cloud will be integrated with the ecommerce site and they want to use many Marketing Cloud Connect features, the customer is insisting on continuing to use the existing integration between the ecommerce site and Marketing Cloud until

they move to Salesforce B2C Commerce (planned for the coming 2 years).

Which two concerns should the Solution Architect raise with the customer considering the approach they want to take?

Choose 2 answers

A. Additional Matching rules will need to be implemented in Service Cloud to ensure identities are merged before messaging in Marketing Cloud.

B. Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents.

C. Journey Builder will need to be used to update the Contact Key directly in Marketing Cloud to ensure the existing ecommerce site integration can continue to be used.

D. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date.

Correct Answer: BD

B. Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents. Marketing Cloud Connect can only track email sends that are initiated from Marketing Cloud or Salesforce CRM, not from an external ecommerce site. This means that the Service Agents will not have a complete view of the customer's email interactions or preferences. D. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date. Marketing Cloud Connect uses the Salesforce Contact ID or Lead ID as the contact key in Marketing Cloud, which is a unique identifier for each contact or lead. If the existing ecommerce site integration uses a different identifier, such as email address or customer ID, then it may create duplicate contacts in Marketing Cloud when syncing with Service Cloud. This can affect the contact count, billing, and personalization in Marketing Cloud.

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

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

**QUESTION 4**

A company wants to use Marketing Cloud to send customer electronic receipts that originate from its point of sale (POS) system. The company has a need for the receipt to be sent no more than 10 minutes after purchase and would like to track all email sends that are being placed to that customer. The Marketing Cloud Contact Key should be the Service Cloud Contact ID.

What solution should a Solution Architect recommend to achieve this need?

- A. Make an API call from the POS to Marketing Cloud to send the electronic receipt and then call Service Cloud to add the customer if they do not exist. Use an automation in Marketing Cloud nightly to remove any duplicate contacts that may be introduced with Marketing Cloud Connect.
- B. Make an API call from the POS to Service Cloud to retrieve the Service Cloud Contact ID. If the customer does not exist, submit a POST to Service Cloud to create the Contact ID, then send the Contact ID to Marketing Cloud via an API to send the electronic receipt.
- C. Make an API call from the POS to Service Cloud to add the customer if they do not exist; leverage a custom object to send details to Marketing Cloud via Marketing Cloud Connect and synchronized data sources to send the electronic receipt.
- D. Make an API call from the POS to Marketing Cloud to send the electronic receipt. No call is required to Service Cloud to fetch the Contact ID as this information is already available at the POS.

Correct Answer: D

This solution allows the company to send the electronic receipt in near real time using the Marketing Cloud Transactional Messaging API, which can handle high-volume and time-sensitive messages. The POS system already has the Service Cloud Contact ID for the customer, so there is no need to make an extra API call to Service Cloud to fetch it. The Service Cloud Contact ID can be passed as the Marketing Cloud Contact Key to ensure data consistency across the systems.

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

QUESTION 5

Universal Containers has an existing loyalty program that rewards its customers for purchases and frequent shopping with points that can be redeemed in store or online. They want to transform their existing loyalty program by investing in tools like Marketing Cloud, Salesforce Loyalty Management and CDP. They want to start segmenting their most loyal customers based on their online engagement and purchase history.

Which three actions should a Solution Architect recommend they consider taking with the tools they are investing in? Choose 3 answers

- A. Curate tiered experiences in Marketing Cloud
- B. Segment Individuals within CDP C.Q Segment Journeys within CDP
- C. Curate tiered experiences in Loyalty Management
- D. Create Journeys by tiers in Marketing Cloud

Correct Answer: ACD



Curating tiered experiences in Marketing Cloud allows the company to create personalized content and offers based on the loyalty level of the customers. Segmenting Journeys within CDP enables the company to use data from multiple sources to create customer segments and target them with relevant messages across channels. Creating Journeys by tiers in Marketing Cloud allows the company to design and execute customer journeys based on the loyalty program tiers and goals.

[B2C-SOLUTION-ARCHITECT Practice Test](#)

[B2C-SOLUTION-ARCHITECT Study Guide](#)

[B2C-SOLUTION-ARCHITECT Exam Questions](#)