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### QUESTION 1

Universal Containers has recently launched a site for its retailers. Retailers are able to collaborate with other retailers around topics; however, retail managers aren't able to see records owned by their peers and subordinates. What should be done to resolve the issue?

- A. Retail managers need to be given super User access.
- B. Retail managers need to be put in the execute role in the Role Hierarchy
- C. A Sharing Set needs to be created.
- D. A sharing Rule needs to be created.

Correct Answer: A

Super User access is a feature that allows you to grant access to records owned by other users who have the same role or a role below them in the role hierarchy. You can use Super User access to give retail managers access to records owned by their peers and subordinates.

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### QUESTION 2

Which step denotes the completion of an Experience Cloud site setup?

- A. Setting up SSO
- B. Activating the site
- C. Assigning roles to users
- D. Assigning profiles to users

Correct Answer: B

The step that denotes the completion of an Experience Cloud site setup is activating the site. Activating the site is the final step that makes your Experience Cloud site live and accessible to your users and visitors. Before activating the site, you need to complete other steps such as creating pages, adding components, configuring settings, assigning permissions, and testing functionality. After activating the site, you can still make changes and updates as needed.

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### QUESTION 3

Universal Containers (UC) works with regional partners to sell localized products. UC is actively accepting new partner applications in certain regions. Partners can only apply using UC's referral program, and the application form in certain regions can potentially contain a varying degree of sensitive information. The list of existing partners must not be shared with the general public.

What should the Experience Cloud consultant recommend?

- A. Create an app for the internal business development team and allow them to generate token-based referral links for existing partners in their region.



- B. Create a public site for existing partners and allow them to generate token-based referral links for prospect partners.
- C. Create a public site for prospect partners, show them a nondisclosure agreement, and allow them to fill out an application form on the site.
- D. Create an authenticated digital experience for partners and allow them to refer other partners in their region.

Correct Answer: A

This option allows UC to control the access to the partner application form and ensure that only qualified partners can apply. Token-based referral links are unique and expire after a certain time, which adds an extra layer of security. Creating an app for the internal team also allows UC to track the performance of the referral program and reward the existing partners accordingly<sup>1</sup>

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#### QUESTION 4

An Experience site is built in an Unlimited org. Some of the pages within the site are exposed to guest users. How many page views are allowed per month?

- A. 1 million
- B. 5 million
- C. 100,000
- D. 500,000

Correct Answer: B

The page view limit for an Experience site depends on the org edition and the license type of the site users. For an Unlimited org, the page view limit is 5 million per month for guest users, and unlimited for authenticated users. A page view is counted when a user requests a page that is served by the site.

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#### QUESTION 5

Ursa Major Solar (UMS) is using the Customer Account Portal template and would like to differentiate the options available on the navigation menu based on the profile of the authenticated user visiting their customer portal. Which Experience Cloud functionality should UMS use to accomplish this?

- A. Sharing Rules
- B. CSS Overrides
- C. Permission Sets
- D. Audience Targeting

Correct Answer: D

Audience targeting allows UMS to create audiences based on user attributes, such as profile, location, or language, and display different content or components to different audiences within the same site. For example, UMS can create an audience for premium customers and show them a special offer on the navigation menu, while hiding it from other customers. Audience targeting can be applied to any component or page in Experience Builder.

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## QUESTION 6

Ursa Major Solar (UMS) will be creating a partner portal to distributing leads to partners. Partners will also be able to create their own leads in the portal UMS has decided to use Partner Central template.

Which three should UMS take at a minimum In order to meet the requirement?

- A. Create a Lead Process for Lead Distribution
- B. Create a Lead Queue for Lead Distribution.
- C. Enable Allow External Creation in Digital Experience settings
- D. Configure Lead creation Lead on low Distribution inside PRM Workspace.

Correct Answer: ABD

To meet the requirement of distributing leads to partners, UMS needs to take at least three steps:

Create a Lead Process for Lead Distribution. A lead process is a set of stages that a lead goes through from creation to conversion. UMS can create a lead process that defines how leads are distributed to partners based on criteria such as region, industry, or product.

Create a Lead Queue for Lead Distribution. A lead queue is a list of leads that are assigned to a group of users who share the workload. UMS can create a lead queue for its partners and assign leads to the queue based on the lead process.

Configure Lead creation Lead on low Distribution inside PRM Workspace. PRM Workspace is a feature that allows UMS to manage its partner relationships, such as recruiting, onboarding, training, and co-selling. UMS can configure lead

creation and distribution settings inside PRM Workspace, such as enabling partners to create their own leads, setting up lead assignment rules, and defining lead notification preferences.

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## QUESTION 7

Ursa Major Solar (UMS) wants to give its partners the content, data, and tools they need to sell more solar panels. Which three Partner Relationship Management features should the system administrator utilize on UMS's site? Choose 3 answers

- A. Content Flagging
- B. Service Console
- C. Deal Registration
- D. Lead Distribution
- E. Market Development Fund

Correct Answer: CDE

Deal Registration allows UMS to enable its partners to register deals and work with UMS on sales opportunities. UMS



can also set up approval processes and validation rules for deal registration and track the deal status and revenue. Lead Distribution allows UMS to assign leads to partners based on predefined criteria, such as location, product, or industry. UMS can also monitor the lead conversion rate and partner performance. Market Development Fund allows UMS to allocate funds to partners for marketing activities, such as events, campaigns, or webinars. UMS can also create budgets, approval workflows, and reports for market development fund.

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### QUESTION 8

The system administrator at Dreamhouse Realty (DR) is giving Experience Builder access to two colleagues who will be responsible for creating and managing new microsites. One contributor needs to create and customize the site, but not publish it. The other colleague is tasked with adding contributors and publishing the final site.

Which Experience Builder roles should the system administrator grant?

- A. Builder and Experience Admin
- B. Experience Admin and Publisher
- C. Viewer and Publisher
- D. Publisher and Builder

Correct Answer: D

To grant Experience Builder access to two colleagues who will be responsible for creating and managing new microsites, the system administrator should grant Publisher and Builder roles. Publisher and Builder are two Experience Builder roles that define what users can do on the site. Publisher is a role that allows users to add contributors, publish changes, and activate or deactivate sites. Builder is a role that allows users to create and customize sites, but not publish them.

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### QUESTION 9

Ursa Major Solar is creating an employee experience portal.

Using audience targeting, how should the Experience designer set it up so that different pages in the portal appear to different departments and roles within those departments?

- A. By using Location criteria and specifying which IP address applies to each department and domain
- B. By using Profile criteria and selecting the Service profile
- C. By using Domain criteria and creating custom domains for each department or role to access the portal
- D. By using User criteria and selecting appropriate user fields on CRM objects

Correct Answer: D

User criteria allow you to target audiences based on user fields on CRM objects, such as department, role, or region. You can use user criteria to set up different pages in the portal for different departments and roles within those departments.

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**QUESTION 10**

Cloud Kicks (CK) is using audience targeting to display pages and components to certain users based on their assigned audience. The New York City account contain multiple departments; all of which belong to that account. One of the page virtualization of the Home page of CK\\'s Experience Cloud site a assigned to the New York City audience. CK also has a Rich Content Editor component within this Home page that is assigned inly to the LegalDepartment audience.

Who will be able to see the Rich Content Editor component?

- A. New York City audience members with the Legal Department sharing set
- B. Members that are part of both the New York City audience and the Legal Department audience
- C. All Cloud Kicks Experience Cloud site members
- D. All New York City audience members.

Correct Answer: B

The members that will be able to see the Rich Content Editor component are those that are part of both the New York City audience and the Legal Department audience. Audience targeting is a feature that allows you to display pages and components to certain users based on their assigned audience. An audience is a group of users who share common attributes, such as profile, location, or language. When you assign an audience to a page or a component, only the users who belong to that audience can see it. If you assign multiple audiences to a page or a component, only the users who belong to all of those audiences can see it.

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**QUESTION 11**

Cloud Kicks has recently rolled out a new Experience Cloud site for its customers. The site has been activated and the contacts have been enabled as customer users. However, none of the users received their login credentials in an email. What caused this issue?

- A. The sender\\'s email address was changed while it was pending verification.
- B. The welcome emails were not enabled for the site.
- C. The sender\\'s email address was changed and not verified.
- D. The roles were not enabled for the users.

Correct Answer: C

One possible cause of this issue is that the sender\\'s email address was changed and not verified. The sender\\'s email address is the email address that appears as the sender of the welcome emails to the customer users. If the sender\\'s email address is changed, it needs to be verified by clicking on a link in a verification email. If the verification is not completed, the welcome emails will not be sent.

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**QUESTION 12**

Ursa Major Solar (UM5) is planning to build a portal for its partners. Among other things, UMS will be distributing leads to its partners in the portal. Which standard component can UMS leverage if it elects to use Partner Central template?

- A. Lead Distribution



- B. Lead Inbox
- C. Lead Selector
- D. Lead Flow

Correct Answer: B

To distribute leads to its partners in the portal, UMS can leverage the Lead Inbox component if it elects to use Partner Central template. The Lead Inbox component is a standard component that displays a list of leads assigned to the partner user or their partner account. The partner user can view, accept, or reject the leads from the Lead Inbox component.

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### QUESTION 13

As a pilot, Ursa Major Solar's customers from California were assigned to a page variation for the Home page so that the layout looks slightly different than for customers from other states. The page variation uses a Rich Content Editor component assigned solely to Platinum customers.

Who will be able to view the Rich Content Editor component?

- A. All Platinum customers
- B. All customers from California
- C. All customers
- D. All Platinum customers from California

Correct Answer: D

The Rich Content Editor component will be visible to all Platinum customers from California. This is because UMS has assigned the component solely to Platinum customers using Audience Targeting, which is a feature that allows UMS to display different content to different audiences based on criteria such as profile, location, domain, or user. UMS has also assigned the page variation for the Home page to customers from California using Page Variations, which is a feature that allows UMS to create different versions of a page and assign them to different audiences based on criteria such as record type, field value, or ownership.

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### QUESTION 14

Dreamscape Flowers (DF) is evaluating Salesforce Partner Relationship Management (RPM) to help improve its current channel sales performance.

In what two ways can Salesforce PRM help DF accelerate channel sales?

Choose 2 answers

- A. By automating partner entitlement assignment in Channel sales teams
- B. BY automating partner tiering in Channel sales hierarchy
- C. By automating partner lead routing





D. By automating quoting with Salesforce CPQ

Correct Answer: BC

Two ways that Salesforce PRM can help DF accelerate channel sales are B and C. Salesforce PRM is a solution that allows you to manage your partner relationships and empower them to sell your products and services. By using Salesforce PRM, DF can automate partner tiering in Channel sales hierarchy, which allows them to assign different tiers and benefits to their partners based on their performance and potential. DF can also automate partner lead routing, which allows them to distribute leads to their partners based on criteria such as location, product, or skill. These features can help DF increase partner engagement and loyalty, optimize lead conversion, and grow channel revenue.

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#### QUESTION 15

Dreamscape Flowers (DF) has a community for its flower growers. DF now wants to create communities for its franchisee network as well as direct B2C customers as part of a company-wide digital transformation. Other subsidiaries of DF are

also undergoing digital transformation and are interested in setting up similar communities based on DF's approach.

In what two ways can Lightning Bolt help DF accomplish this?

Choose 2 answers

- A. Lightning Bolts can be distributed and reused.
- B. Lightning Bolts can help reduce implementation time.
- C. Lightning Bolts can help minimize licensing and provisioning cost.
- D. Lightning Bolts can help organize, manage, and reuse digital content.

Correct Answer: AB

Two ways that Lightning Bolt can help DF accomplish this are A and B. Lightning Bolt is a framework that allows you to create and distribute industry-specific solutions that include prebuilt themes, templates, pages, components, and business logic. By using Lightning Bolt, DF can create a solution for its flower business that includes all the features and functionality they need for their communities. They can then distribute and reuse this solution for their subsidiaries or other customers who want to set up similar communities. This can help reduce implementation time and ensure consistency and quality across different communities.

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