

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

Salesforce Certified B2C Solution Architect

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## QUESTION 1

A company has B2C Commerce and Marketing Cloud. The Marketing team wants to match up the purchasing data from B2C Commerce to the Marketing Cloud subscriber data.

Which two objects from B2C Commerce should a Solution Architect map to Marketing Cloud in order to meet the company's needs?

Choose 2 answers

- A. Contact
- B. Orders
- C. Customer
- D. Profile

Correct Answer: BC

Option B is correct because orders should be mapped from B2C Commerce to Marketing Cloud in order to meet the company's needs. Orders contain purchasing data such as order number, order date, order total, order status, and order

items, which can be used for marketing purposes such as segmentation, personalization, and reporting.

Option C is correct because customer should be mapped from B2C Commerce to Marketing Cloud in order to meet the company's needs. Customer contains subscriber data such as customer ID, email address, first name, last name, and

phone number, which can be used for marketing purposes such as identification, communication, and targeting.

Option A is incorrect because contact is not an object from B2C Commerce, but rather an object from Service Cloud or Sales Cloud. Contact contains customer data such as name, email address, phone number, and account ID, which can be

used for marketing purposes if integrated with Marketing Cloud via Marketing Cloud Connect.

Option D is incorrect because profile is not an object from B2C Commerce, but rather an object from Experience Cloud or Sales Cloud. Profile contains user data such as username, password, role, and permissions, which can be used for

authentication and authorization purposes if integrated with Marketing Cloud via Salesforce Identity or Marketing Cloud Connect.

References:

[Get Started with B2C Solution Architect Cert Prep - Trailhead] [Certification - B2C Solution Architect - Trailhead] B2C Solution Architect Certification Guide | Salesforce Ben

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## QUESTION 2

Acme Ltd wants to Integrate B2C Commerce, Service Cloud, and Marketing Cloud. A Solution Architect was tasked with optimizing the integration by understand and which cloud is the ideal system of record for each piece of data.

Which two considerations will lead to an optimal design around systems of record?

Choose 2 answers

- A. Lifetime engagement tracking and history, other data for personalization or segmentation should be mastered in Marketing Cloud
- B. Heroku should be used to master ecommerce transactions, including order records, customer product affinity, and promotion eligibility
- C. User consent information. Customer Journey flow. Counsel and compliance preferences should be mastered in B2C Commerce
- D. Store primary attributes (name, address, birthday, phone, and email) about the customer in Service Cloud

Correct Answer: AD

Marketing Cloud should be the system of record for lifetime engagement tracking and history, as well as other data for personalization or segmentation, as it is the system that collects and analyzes the customer's interactions and behaviors across multiple channels and touchpoints. Marketing Cloud can also use features like Audience Builder and Contact Builder to create unified customer profiles and segments based on various data sources<sup>3</sup>. Service Cloud should be the system of record for storing primary attributes (name, address, birthday, phone, and email) about the customer, as it is the system that represents a person across multiple Salesforce clouds and can store and manage the customer's consent and compliance preferences using features like Individual object, Data Protection and Privacy, and Consent Management.

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### QUESTION 3

A company wants to use the Salesforce Platform for their needs. They need a marketing solution, an online ordering platform, and a b solution for service agents, The goal of the company is to provide end-to-end support for their customers.

What is an example of a deliverable that the Solution Architect should provide to make sure the company understands the solution that is needed?

- A. Technical Design Specification showing the data mapping/model and systems integration
- B. Final design document for storefront pages and service agent experience
- C. Email templates and copy for suggested marketing emails
- D. Organization chart of the company completed by the Solution Architect

Correct Answer: A

A Technical Design Specification is a document that describes the technical architecture and design of a solution, including the data mapping/model and systems integration. This document can help the company understand the solution that

is needed and how it will meet their requirements.

References:

<https://trailhead.salesforce.com/content/learn/modules/solution-design-for-technical-architects/define-the-technical-architecture>

**QUESTION 4**

A Solution Architect is working on a project that will use Service Cloud and Marketing Cloud. The company is concerned about its service agents' productivity, since they will sometimes also require access to Marketing Cloud. The company wants the Solution Architect to implement a solution that lets agents authenticate and access all systems with the least possible clicks. The company wants agents to confirm their identity using multi-factor authentication (MFA) upon logging in to either system.

Which three activities does the Solution Architect need to complete in order to meet the company's requirements?

Choose 3 answers

- A. Enable SSO on both Service Cloud and Marketing Cloud.
- B. Define which system is acting as an identity provider (IDP).
- C. Configure Marketing Cloud Connect,
- D. Enable Active Directory Federation Services (ADFS) and Salesforce Event Monitoring on the identity provider (IDP).
- E. Enable MFA on the identity provider (IDP).

Correct Answer: ABE

Option A is correct because enabling SSO on both Service Cloud and Marketing Cloud is a necessary step to allow agents to authenticate and access all systems with the least possible clicks, as they only need to log in once with their credentials and then switch between systems seamlessly.

Option B is correct because defining which system is acting as an identity provider (IDP) is a necessary step to configure SSO between Service Cloud and Marketing Cloud, as it determines which system will verify the identity of the agents

and issue authentication tokens for the other system.

Option E is correct because enabling MFA on the identity provider (IDP) is a necessary step to meet the company's requirement of confirming the identity of the agents using multi-factor authentication (MFA) upon logging in to either system.

MFA adds an extra layer of security by requiring agents to enter a verification code or use another device besides their username and password. Option C is incorrect because configuring Marketing Cloud Connect is not a necessary step to

enable SSO between Service Cloud and Marketing Cloud, as it is used for data synchronization and integration purposes, not for authentication or access management.

Option D is incorrect because enabling Active Directory Federation Services (ADFS) and Salesforce Event Monitoring on the identity provider (IDP) are not necessary steps to enable SSO between Service Cloud and Marketing Cloud, as they

are used for different purposes. ADFS is used for federating identities across different domains or organizations, while Salesforce Event Monitoring is used for tracking user activity and performance within Salesforce.

References:

[Get Started with B2C Solution Architect Cert Prep - Trailhead] [Certification - B2C Solution Architect - Trailhead]

## QUESTION 5

A company wants to implement an abandoned cart solution for their ecommerce storefront in Marketing Cloud. The use case is when a customer visits their ecommerce website and adds an item to their shopping cart but does not complete the purchase. After an hour has passed from abandonment, an email containing the item that was in the shopping cart will be sent to the customer to remind them of their incomplete purchase.

What process should a Solution Architect follow to set up the solution?

- A. Export the purchase data from B2C Commerce, import the data into Marketing Cloud, and create an email in Content Builder.
- B. Set up Marketing Cloud Connector, create an email in Marketing Cloud, and create a send trigger.
- C. Implement collect.js in the ecommerce storefront, create a behavioral trigger, create an email in Marketing Cloud, and create a journey.
- D. Set up Einstein Recommendations, set up Marketing Cloud Connector, and create an email in Marketing Cloud.

Correct Answer: C

An abandoned cart solution is a solution that allows sending personalized and timely email reminders to customers who have added items to their shopping cart but have not completed the purchase. An abandoned cart solution can help increase conversion rates, revenue, and customer loyalty. To implement an abandoned cart solution for their ecommerce storefront in Marketing Cloud, a Solution Architect should follow the following process: Implement collect.js in the ecommerce storefront. Collect.js is a JavaScript code that allows tracking customer behavior and interactions on the ecommerce website, such as browsing products, adding items to cart, etc. Collect.js sends this behavioral data to Marketing Cloud for further analysis and action. Create a behavioral trigger. A behavioral trigger is a rule that defines how to map behavioral data to a target data extension when a customer takes a particular action, such as abandoning a cart or browser session. A behavioral trigger can help automate the data flow and segmentation process based on customer behavior. Create an email in Marketing Cloud. An email is a message that contains text, images, links, and other content that can be sent to customers via email. An email can be created using Content Builder, a tool that allows designing and managing email content in Marketing Cloud. Create a journey. A journey is a sequence of messages and actions that are triggered by customer events or attributes. A journey can be created using Journey Builder, a tool that allows designing and managing customer journeys in Marketing Cloud. Option A is incorrect because exporting the purchase data from B2C Commerce, importing the data into Marketing Cloud, and creating an email in Content Builder is not a sufficient or efficient process for implementing an abandoned cart solution. This process does not involve creating a behavioral trigger or a journey, which are essential for sending timely and personalized email reminders based on customer behavior. Option B is incorrect because setting up Marketing Cloud Connector, creating an email in Marketing Cloud, and creating a send trigger is not a suitable or scalable process for implementing an abandoned cart solution. Marketing Cloud Connector is a feature that allows integrating Marketing Cloud with other Salesforce products, such as Sales Cloud or Service Cloud. It is not necessary or relevant for integrating Marketing Cloud with B2C Commerce. A send trigger is a rule that defines how to send an email to customers based on certain criteria or conditions. However, a send trigger does not capture or leverage the behavioral data collected by collect.js, which is crucial for creating an effective abandoned cart solution. Option D is incorrect because setting up Einstein Recommendations, setting up Marketing Cloud Connector, and creating an email in Marketing Cloud is not a relevant or optimal process for implementing an abandoned cart solution. Einstein Recommendations is a feature that allows generating personalized product recommendations based on customer behavior and preferences. It is not directly related to creating an abandoned cart solution, although it can be used to enhance the email content with relevant recommendations. As mentioned before, Marketing Cloud Connector is not necessary or relevant for integrating Marketing Cloud with B2C Commerce. This process also does not involve creating a behavioral trigger or a journey, which are essential for sending timely and personalized email reminders based on customer behavior.

References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_ctc\\_collect\\_code.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_ctc_collect_code.htm&type=5)  
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