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QUESTION 1

A merchant has a requirement to engage customers with a series of promotional messaging including a coupon offer generated in B2C

Commerce. Reminder emails are sent to those customers who have not redeemed the coupon 10 and 2 days before its expiration.

Which three elements are required to support this scenario?

Choose 3 answers

A. Marketing Cloud Connect for Service to Marketing Cloud

B. B2C Commerce cartridge to call Marketing Cloud APIs

C. Service Cloud for support of coupons and redemption management

D. Marketing Cloud Installed Package

E. 82C Commerce storefront

Correct Answer: BDE

To enable the scenario of sending promotional emails with coupon offers generated in B2C Commerce, the following elements are required:

A B2C Commerce cartridge to call Marketing Cloud APIs, such as the Transactional Messaging API, to trigger the email journey and pass the coupon code as a data attribute.

A Marketing Cloud Installed Package to create an API integration between B2C Commerce and Marketing Cloud and provide authentication credentials and permissions.

A B2C Commerce storefront to generate and manage the coupon codes and redemption logic.

References:

https://developer.salesforce.com/docs/commerce/sfra/marketing- cloud/transactional-messaging-api

https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration

https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/promotions/b2c_coupon_codes.html

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QUESTION 2

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.htmandlanguage=en_USandtype=5

QUESTION 3

A financial services company wants to implement Service Cloud and Marketing Cloud. A number of profile attributes required for personalization in Marketing Cloud were identified as personally identifiable information (PII) and are too sensitive to be stored in Salesforce.

Tokenized Sending was presented as a way to address these concerns.

Which two implications should a Solution Architect consider if Marketing Cloud Connect is to be used for cloud integration?

Choose 2 answers

A. The synchronized data extensions will include the token and all PII attributes

B. All emails will need to be sent through Marketing Cloud or Marketing Cloud Connect to avoid disruptions

C. The standard email address field for contacts and leads needs to be populated with a token

D. The token with all supporting attributes will need to be stored in Service Cloud

Correct Answer: AC

Tokenized Sending is a feature in Marketing Cloud that allows sending messages with data that is too sensitive to store in Salesforce due to laws, regulations, or security policies. Tokenized Sending uses an API call to exchange data from an external system with Marketing Cloud at send time, without storing the data in Salesforce. Marketing Cloud Connect is a feature that enables integration between Marketing Cloud and other Salesforce clouds such as Service Cloud. When using Tokenized Sending with Marketing Cloud Connect, the following implications should be considered: The synchronized data extensions will include the token and all PII attributes. Synchronized data extensions are tables in Marketing Cloud that store data from other Salesforce clouds using data synchronization in Marketing Cloud Connect. When using Tokenized Sending, the synchronized data extensions will include the token as well as all personally identifiable information (PII) attributes such as name, email, phone, etc. The token will serve as the subscriber key and contact key in Marketing Cloud, while the PII attributes will be used for personalization and segmentation. The standard email address field for contacts and leads needs to be populated with a token. When using Tokenized Sending, the standard email address field for contacts and leads in other Salesforce clouds needs to be populated with a token instead of an actual email address. The token resembles a standard email address but contains encrypted information about the subscriber. The token is used to exchange data with the external system at send time and send messages to the actual email address. Option B is incorrect because not all emails need to be sent through Marketing Cloud or Marketing Cloud Connect to avoid disruptions when using Tokenized Sending. However, it is recommended to do so to ensure consistent tracking and deliverability data across clouds. Option D is incorrect because the token with all

supporting attributes does not need to be stored in Service Cloud when using Tokenized Sending. The token and the attributes are stored in the external system and only exchanged with Marketing Cloud at send time. References: https://help.salesforce.com/s/articleView?id=sf.mc_overview_tokenized_sending1.htmandtype=5 https://help.salesforce.com/s/articleView?id=sf.mc_co_tokenized_sending.htmandtyp e=0

QUESTION 4

An organization currently has separate teams supporting Service Cloud, Marketing Cloud, store operations with a point-of-sale solution, and eCommerce with Commerce Cloud. Each business unit has their own key performance indicators (KPIs) but the organization is struggling to understand the big picture and improve customer engagement with the brand.

In which two ways would Salesforce CDP help in this scenario?

Choose 2 answers

A. It creates one Individual record that replaces the system-specific records in other products, creating a unified view of the customer.

B. It provides cross-channel analytics using pre-built, native dashboards and charts within the unified profile.

C. It ingests customer data from each system and uses matching rules to find records representing the same person, uniting them under a Unified Individual.

D. It can power experiences through other channels like Marketing Cloud Engagement by activating customer segments.

Correct Answer: CD

These answers are correct because they are ways that Salesforce CDP can help the organization in this scenario. Salesforce CDP can ingest customer data from each system and use matching rules to find records representing the same

person, uniting them under a Unified Individual. This creates a single view of the customer across all systems and channels. Salesforce CDP can also power experiences through other channels like Marketing Cloud Engagement by activating

customer segments. This enables personalized and targeted marketing campaigns based on customer data and behavior. References:

https://www.salesforce.com/products/customer-data-platform/overview/

QUESTION 5

A retail company currently uses B2C Commerce, Service Cloud, and Marketing Cloud. The company plans to launch a winter sweepstakes campaign to attract new customers. The signup page is hosted on B2C Commerce and collects new customer details like name, phone number, and email. In order to enter the sweepstakes, the customer must sign up to receive marketing communications. In return, they will receive a coupon for 20% off their next purchase.

Which option should be defined as the data source authority for the customer attributes collected from the sweepstakes page?

A. Experience Cloud

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B. Service Cloud

C. Marketing Cloud

D. B2C Commerce

Correct Answer: D

B2C Commerce should be defined as the data source authority for the customer attributes collected from the sweepstakes page, as it is the system that captures the customer data directly from the web form and validates the customer consent and compliance preferences. The other systems can consume or sync the customer data from B2C Commerce, but they should not overwrite or modify the data without the customer\\'s consent.

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