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QUESTION 1

A company is seeing an increased volume of customers browsing for higher-value items, as well as longer consideration times before customers place orders based on what is in their shopping carts.

What are two tactics that a Solution Architect could recommend to increase checkouts and decrease the time from adding items to completing a checkout?

Choose 2 answers

A. Enable customer service agents to enroll customers in an Abandoned Cart Journey in Marketing Cloud if an interaction does not result in the processing of an order.

B. Enable customer service agents to update and complete a cart transaction on behalf of the customer.

C. When the cart value reaches a certain value, push a chat request to assist the customer with the checkout process.

D. Monitor the cart items and time since it has been active in B2C Commerce and send a reminder and checkout incentive 18 hours after the cart was last modified.

Correct Answer: AD

A. Enabling customer service agents to enroll customers in an Abandoned Cart Journey in Marketing Cloud if an interaction does not result in the processing of an order can help increase checkouts and decrease the time from adding items

to completing a checkout by sending targeted and personalized messages to customers who have left items in their carts without purchasing them. This can help re-engage customers, remind them of their cart contents, and encourage them

to complete their orders. D. Monitoring the cart items and time since it has been active in B2C Commerce and sending a reminder and checkout incentive 18 hours after the cart was last modified can help increase checkouts and decrease the

time from adding items to completing a checkout by leveraging customer behavior data, timing, and urgency to motivate customers to buy their items before they are out of stock or unavailable. This can help reduce cart abandonment,

increase conversion rates, and boost customer loyalty.

References:

https://help.salesforce.com/s/articleView?id=sf.mc_jb_abandoned_cart.htmandtype=

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_abandoned_carts.htmandtype=5

QUESTION 2

An organization chose a multi-cloud solution that Is comprised of Service Cloud and B2C Commerce. The organization now wants to ensure that the theme of Its self-service portal Is consistent with the theme of its B2C Commerce storefront.

How should a Solution Architect ensure that this requirement Is met?

A. Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.

B. Set the value of the Portal Theme URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.

C. Copy any relevant .ess code from the organization\\'s website and paste it into the pages for the self-service portal in Page Builder.

D. Make a copy of the appropriate .ess file from the organization\\'s web server and upload it to the self-service portal.

Correct Answer: A

A self-service portal is a feature in Service Cloud that allows creating branded websites and portals for customers to access self-service resources, such as knowledge articles, case management, chat, etc. To ensure that the theme of the self- service portal is consistent with the theme of the B2C Commerce storefront, a Solution Architect should do the following: Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use. The Style Sheet URL setting is a configuration option in Service Cloud that allows specifying a custom style sheet for the self-service portal. The style sheet must be hosted on a publicly-accessible web server and must follow certain guidelines and limitations. By setting the value of the Style Sheet URL setting to match the style sheet used by the B2C Commerce storefront, the Solution Architect can ensure that the self-service portal has the same look and feel as the storefront. Option B is incorrect because there is no Portal Theme URL setting in Service Cloud. Option C is incorrect because copying any relevant CSS code from the organization\\'s website and pasting it into the pages for the self-service portal in Page Builder is not a recommended or supported way of customizing the theme of the self-service portal. Option D is incorrect because making a copy of the appropriate CSS file from the organization\\'s web server and uploading it to the self-service portal is not possible or advisable. The CSS file must be hosted on a publicly-accessible web server and referenced by the Style Sheet URL setting.

References: https://help.salesforce.com/s/articleView?id=sf.networks_overview.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.selfservice_style_sheet.htmandtype=

QUESTION 3

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.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_with_commerce_cloud.htmandtype=5

QUESTION 4

A company wants to integrate B2C Commerce and Marketing Cloud so that customers shopping online can be segmented for marketing campaigns like Abandoned Cart and Post Purchase Journeys.

Which two actions are needed to enable an Abandoned Cart Journey?

Choose 2 answers

A. Integrate product, order, and customer data feeds into Marketing Cloud Data Extensions

B. Integrate product, order, and customer data feeds into Service Cloud objects

C. Use Mulesoft to bring order and customer data feeds from B2C Commerce to Marketing Cloud

D. Implement the Marketing Cloud coilect.js through the storefront by using the Connector\\\'s reference implementation

Correct Answer: AD

A is correct because integrating product, order, and customer data feeds into Marketing Cloud Data Extensions is a prerequisite for enabling an Abandoned Cart Journey. Data Extensions are tables that store data in Marketing Cloud and can be used to define audience segments and personalize messages. D is correct because implementing the Marketing Cloud collect.js through the storefront by using the Connector\\\'s reference implementation is a prerequisite for enabling an

Abandoned Cart Journey. The collect.js script tracks customer behavior on the storefront and sends data to Marketing Cloud using the Connector cartridge.

B is incorrect because integrating product, order, and customer data feeds into Service Cloud objects is not needed for enabling an Abandoned Cart Journey. Service Cloud objects are used to store data in Service Cloud and can be used to

manage customer service cases and interactions.

C is incorrect because using Mulesoft to bring order and customer data feeds from B2C Commerce to Marketing Cloud is not needed for enabling an Abandoned Cart Journey. Mulesoft is a platform that provides integration solutions for

various systems and applications.

References:

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https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration.htmandtype=

https://help.salesforce.com/s/articleView?id=sf.mc_co_web_and_mobile_analytics _tracking.htmandtype=5

QUESTION 5

A company, currently using B2C Commerce and Service Cloud, has recently purchased and integrated Salesforce Order Management into its order flow. One of the first projects the company would like to complete is to allow its customers to purchase online and pick up their order in the store.

What flow should a Solution Architect suggest to facilitate this request\\'

A. B2C Commerce exports the order to Salesforce Order Management. Salesforce Order Management passes the order information to Service Cloud. Once the order is picked up by the customer, Service Cloud updates the final status in Salesforce Order Management.

B. B2C Commerce exports the order to Service Cloud. Service Cloud passes the order information to Salesforce Order Management. Once the order is picked up by the customer, Salesforce Order Management updates the final status in Service Cloud.

C. B2C Commerce exports the order to Salesforce Order Management. Salesforce Order Management passes the order information to Service Cloud. Once the order is picked up by the customer, Service Cloud sends the final status to B2C Commerce.

D. B2C Commerce exports the order to Service Cloud and Salesforce Order Management at the same time. Once the order is picked up by the customer, Service Cloud sends the final status to Salesforce Order Management and B2C Commerce.

Correct Answer: A

This flow allows the customer to purchase online and pick up their order in the store using B2C Commerce, Salesforce Order Management, and Service Cloud. B2C Commerce exports the order to Salesforce Order Management, which handles the order orchestration and fulfillment. Salesforce Order Management passes the order information to Service Cloud, which can be used by the store staff to check the order details and availability. Once the order is picked up by the customer, Service Cloud updates the final status in Salesforce Order Management, which can trigger notifications or invoices.

References: https://help.salesforce.com/s/articleView?id=sf.order_mgmt_overview.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.order_mgmt_service_cloud_integration.htmandtype=5

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