

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

Salesforce Certified B2C Solution Architect

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**QUESTION 1**

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.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_pb_web_and_mobile_analytics.htm&type=5)  
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**QUESTION 2**

A company had strong new-customer growth for the year but has noticed that lifetime value has been declining. They want to run automated re-engagement campaigns with customers who made purchases in the last 24 months but are unsure of where to start. They have Service Cloud, Marketing Cloud, and B2C Commerce implemented and recently began using Tableau CRM (formerly Einstein Analytics).

Which two recommendations should a Solution Architect provide to the company to improve the success of the automated campaign? Choose 2 answers

- A. Configure Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder
- B. Use SMS as a channel due to its significantly higher engagement rate as compared to email

C. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns

D. Consider using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months

Correct Answer: AD

Option A is correct because configuring Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder is a valid recommendation to improve the success of the automated campaign. Einstein Retargeting Recommendations uses machine learning to identify customers who are likely to purchase again based on their past behavior and preferences, and automatically creates segments for Journey Builder to send personalized messages and offers. Option D is correct because using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months is a valid recommendation to improve the success of the automated campaign. Einstein Discovery uses advanced analytics and AI to analyze data from multiple sources and generate predictive insights and recommendations. A retargeting score can help the company prioritize and target customers who have a high probability of buying again. Option B is incorrect because using SMS as a channel due to its significantly higher engagement rate as compared to email is not a valid recommendation to improve the success of the automated campaign. SMS may have a higher engagement rate than email, but it also has a higher cost and a lower personalization potential. SMS should be used sparingly and strategically for time-sensitive or urgent messages, not for general re-engagement campaigns. Option C is incorrect because generating personalized coupon codes in B2C Commerce and sending them through Marketing Cloud to be able to effectively track impact of campaigns is not a valid recommendation to improve the success of the automated campaign. Personalized coupon codes may increase conversions and loyalty, but they also reduce margins and profitability. Coupon codes should be used selectively and carefully for customers who have a high lifetime value or a high retargeting score, not for all customers who made purchases in the last 24 months. References: [Get Started with B2C Solution Architect Cert Prep - Trailhead] [Certification - B2C Solution Architect - Trailhead] B2C Solution Architect Certification Guide | Salesforce Ben

### QUESTION 3

A company wants to give its service agents a current view in Marketing Cloud of which journeys customers are in at any given time, so that agents can provide a more personal and relevant experience if a customer contacts them.

What approach should a Solution Architect recommend to fulfill this requirement?

A. Add the Journey Membership Lightning component from the Marketing Cloud Connect Managed Package to the Contact Page Layout.

B. Schedule a batch job in Salesforce to query Marketing Cloud for the contact membership status of all contacts in Journeys on a regular basis (for example, once per hour) and write this to the Contact record.

C. Develop a custom Lightning web component in Salesforce to query Marketing Cloud in real time to get Contact Journey membership.

D. Create a multi-select picklist on the contact record, and use the out-of-the-box Contact Update activities in Journey Builder to add or remove the name of the journey as they enter and exit.

Correct Answer: A

The Journey Membership Lightning component is a pre-built component that displays the journeys that a contact is in and their status in each journey. It can be added to the Contact Page Layout in Service Cloud using the Marketing Cloud Connect Managed Package, which enables integration between Service Cloud and Marketing Cloud. References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_journey\\_membership\\_lightning\\_component.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_journey_membership_lightning_component.htm&type=5) [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_marketing\\_cloud\\_connect.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect.htm&type=5)

**QUESTION 4**

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to implement an Abandoned Cart Solution Workflow so that personalized messages are sent to shoppers who add items to their cart but abandon the B2C Commerce storefront.

Which two options should a Solution Architect recommended to meet this requirement? Choose 2 answers

- A. Configure streaming updates for catalog importing, implement the Collect Tracking Code, and leverage Journey Builder to trigger an abandoned cart message.
- B. Configure B2C Commerce catalog, product, order, and customer data feeds; implement Marketing Cloud collect.js and trigger an abandoned cart message through Journey Builder.
- C. Configure streaming updates for catalog importing, implement Google Analytics tracking, and leverage Journey Builder to trigger an abandoned cart message.
- D. Configure B2C Commerce catalog, product, inventory, and customer data feeds; implement Marketing Cloud collect.js and trigger an abandoned cart message through Journey Builder.

Correct Answer: AB

Both options A and B are valid ways to implement an Abandoned Cart Solution Workflow using B2C Commerce and Marketing Cloud. Option A uses streaming updates for catalog importing, which allows for near real-time updates of product information in Marketing Cloud. Option B uses data feeds that are transferred via SFTP and imported via Automation Studio, which allows for more control over the data format and frequency. Both options use collect.js or Collect Tracking Code to monitor shopper behavior on the B2C Commerce site and share it with Marketing Cloud. Both options also use Journey Builder to trigger personalized messages based on abandoned cart events. Option C is not valid because Google Analytics tracking is not part of the solution. Option D is not valid because inventory data is not required for the solution. References: [https://help.salesforce.com/s/articleView?id=sf.icx\\_b2c\\_abandonedcart\\_req\\_workflow.htm&language=en\\_US&type=5](https://help.salesforce.com/s/articleView?id=sf.icx_b2c_abandonedcart_req_workflow.htm&language=en_US&type=5) <https://trailhead.salesforce.com/content/learn/modules/salesforce-solution-kits-quick-look/c360-sk1>

**QUESTION 5**

A holding company owns and operates a large number of brands internationally. They are interested in migrating from a home-grown solution to a Salesforce multi-cloud solution as part of a new digitalization initiative to optimize IT spending across the brands. The brand any would like to operate B2C Commerce sites supported by Service Cloud for their agents, and use Marketing Cloud to drive consumer engagement. Given that the company has operations and customers in Brazil Canada Europe Japan Russia and the United States, which two recommendations should a Solution Architect make to ensure that customer experiences are compliant with all domestic and international regulations related to data privacy and security?

Choose 2 answers

- A. Use a Service Cloud instance in every market in which they operate to ensure that data residency requirements are fulfilled.
- B. Utilize Shield to handle the encryption of data across all Salesforce products for all fields required to be geo-fenced.
- C. Enable Transparent Data Encryption in Marketing Cloud to ensure that Marketing engagement data is encrypted at rest. Written

D. Use Salesforce Connect to leverage external data sources that are located within the corresponding country that the Materials customer resides in.

Correct Answer: BD

Shield is a set of security tools that can help protect sensitive data across Salesforce products, including encryption, auditing, and monitoring. Shield can help comply with data privacy and security regulations that require geo-fencing or data

residency. Salesforce Connect is a feature that allows accessing data from external sources without storing it in Salesforce. Salesforce Connect can help comply with data privacy and security regulations that restrict cross-border data

transfers or require data localization.

References:

<https://www.salesforce.com/products/platform/products/shield/>

[https://help.salesforce.com/s/articleView?id=sf.data\\_source\\_connect.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.data_source_connect.htm&type=5)

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