



Free Questions for B2C-Solution-Architect by actualtestdumps

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Question 1

Question Type: MultipleChoice

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

Options:

- 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

Answer:

B, D, E

Explanation:

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 & 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. Reference: <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_co_data_integration_with_commerce_cloud.htm&type=5

Question 2

Question Type: MultipleChoice

A merchant has implemented a custom solution on B2C Commerce, exposing a configurable outdoor table composed of multiple, different SKUs representing the table top, legs, hardware, cover, and optional extended warranty.

On the B2C Commerce storefront, customers can select from any in-stock options for each of the components to create their perfect table before check-out. Although the final product is presented to the customer as one table, inventory is tracked at the component level, and all of the component SKUs must be sent to the Order Management System in the resulting commerce order.

Which two solutions would allow the merchant to make this custom product experience available in Service Cloud to support the customer service rep purchasing and feature review"

Choose 2 answers

Options:

- A-** Create a custom Open Commerce API (OCAPI) endpoint on B2C Commerce to expose the custom product options and component availability in real time to support a custom experience in Service Cloud.
- B-** Create a custom B2C Commerce job to export custom product component data on a nightly basis and import into Service Cloud to support a custom experience.
- C-** Use hooks to extend the existing Open Commerce API (OCAPI) product endpoint with additional information about the custom product options and component availability in real time to support a custom experience in Service Cloud.
- D-** Use Customer Service Representative (CSR) Order on Behalf Of to access the existing B2C Commerce storefront as a CSR acting on behalf of a customer when making purchases or reviewing custom products.

Answer:

C, D

Explanation:

C) Hooks are a way to extend the existing OCAPI endpoints with custom logic and data. By using hooks, the merchant can add additional information about the custom product options and component availability to the OCAPI product endpoint, which can be consumed by Service Cloud to display the custom product experience. D. CSR Order on Behalf Of is a feature that allows a CSR to access the existing B2C Commerce storefront as a customer and perform actions on their behalf, such as making purchases or reviewing custom products. This feature can be enabled in Service Cloud using the Commerce Cloud Connector. Reference:
<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OCAPI/current/usage/Hooks.html>
<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/CSR/CSRorderonbehalfof.htm>

Question 3

Question Type: MultipleChoice

A telecommunications company is implementing Service Cloud and Experience Cloud with a goal to have a single view of their customers. Current system limitations have resulted in many duplicate and incomplete customer records with inadequate data quality in the millions of records. They want this issue remediated when migrating the data to Service Cloud and Experience Cloud.

Which two activities and tools should a Solution Architect recommend to address these concerns when planning the data migration activity and assure it is completed in a timely manner?

Choose 2 answers

Options:

- A- Q Duplicate Management in Salesforce can be used to identify and manage duplicate records.
- B- Use an ETL tool with a staging database in order to run data cleansing tools to obtain a clean data set.
- C- Iteratively test smaller loads against a developer or partial copy sandbox and the full load against a full copy sandbox.
- D- Iteratively test smaller loads against a developer sandbox and the full load against a partial copy sandbox.

Answer:

B, C

Explanation:

B) An ETL (Extract, Transform, Load) tool is a software that can help extract data from multiple sources, transform it according to business rules, and load it into a target destination, such as Salesforce. An ETL tool can also help run data cleansing tools, such as deduplication, validation, standardization, and enrichment, to obtain a clean data set before migrating it to Salesforce. C. Iteratively testing smaller loads against a developer or partial copy sandbox and the full load against a full copy sandbox can help ensure the data migration is successful and error-free. A developer or partial copy sandbox can be used for testing the data quality, mapping, and transformation rules, while a full copy sandbox can be used for testing the performance, scalability, and integrity of the data migration. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/data-management-basics/data-management-basics-migrate>
https://help.salesforce.com/s/articleView?id=sf.data_sandbox_create.htm&type=5

Question 4

Question Type: MultipleChoice

A company uses B2C Commerce, Experience Cloud, and Marketing Cloud. Now the company wants to enable Social Login with Facebook, Google, and Twitter to increase their conversion rates. Currently, Customer Identity is in use and two types of accounts are available: Individual accounts and household accounts.

Which consideration should a Solution Architect keep in mind when configuring seamless cross-cloud identity?

Options:

- A-** The Commerce Cloud to Service Cloud connector supports both person account and contact accounts out-of-the-box.
- B-** Commerce Cloud will be the system of record for customer shopping data, including individual profile and authentication credentials.
- C-** Full access (full) scope will request access to all accessible data that the third-party provides.
- D-** To create the external authenticated profile in Commerce Cloud, Service Cloud will need to invoke a remote OAuth2 authentication request to Commerce Cloud.

Answer:

B

Explanation:

Product Catalogs are a type of data extension that contain product information for generating product recommendations using Einstein in Marketing Cloud. Product Catalogs can be configured natively to sync from B2C Commerce to Marketing Cloud using a point and click configuration in the Marketing Cloud Business Manager. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_pb_product_catalog.htm&type=5

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

Question 5

Question Type: MultipleChoice

When integrating B2C Commerce with Marketing Cloud, which data extension type should be used to store order and product records in Marketing Cloud?

Options:

A- Transactional Data Extension

- B- Standard Data Extension
- C- Synchronized Data Extension
- D- Sendable Data Extension

Answer:

B

Explanation:

A standard data extension is a type of data extension that can store any type of data in Marketing Cloud, including order and product records from B2C Commerce. A standard data extension can be created manually or imported from an external source, such as B2C Commerce. A standard data extension can also be used for segmentation, personalization, and reporting in Marketing Cloud. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_es_data_extensions.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_with_commerce_cloud.htm&type=5

Question 6

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) is a clothing and outdoor specialist retailer. NTO has had success with its B2C store using B2C Commerce,

supported by Service Cloud and Marketing Cloud for customer service and email campaigns, respectively. Now, NTO wants to increase its revenue by making personalized product recommendations using Einstein Web & Email Recommendations in Marketing Cloud. These recommendations should be consistent across email, storefront, and service console.

Which two things should a Solution Architect consider before recommending this approach?

Choose 2 answers

Options:

- A- The service console will need a customized Lightning component to display the recommendations,
- B- Product Catalogs can be configured natively to sync from B2C Commerce to Marketing Cloud using a point and click configuration.
- C- Each storefront should be linked to its own Marketing Cloud Business Unit to ensure relevant recommendations.
- D- Email should be used as the unique identifier since B2C Commerce and Service Cloud may not have the Marketing Cloud Contact Key.

Answer:

A, C

Explanation:

A) The service console does not have a native integration with Einstein Web & Email Recommendations, so a customized Lightning component is needed to display the recommendations based on the customer's browsing and purchase history. C. Each storefront should be linked to its own Marketing Cloud Business Unit to ensure relevant recommendations based on the product catalog and customer behavior of each market. This also provides data segregation and customization for each storefront. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_pb_einstein_web_recommendations.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_pb_product_catalog.htm&type=5

Question 7

Question Type: MultipleChoice

A company has been using B2C Commerce for many years and recently decided to implement Service Cloud and Marketing Cloud. Currently, there are many issues with the integration between B2C Commerce and the legacy CRM, which means data is often out of sync. Agencies currently manage the Marketing communication, and B2C Commerce is sending the messages. The main goal is to ensure that B2C Commerce can trigger multi-channel messaging via Marketing Cloud, leveraging the data the company has on customers to personalize the communication.

Which three considerations should a Solution Architect keep in mind when recommending a migration strategy from the existing setup to the new one?

Choose 3 answers

Options:

- A-** Customer data can be imported into Service Cloud from B2C Commerce and the legacy CRM without deduplication since Salesforce CDP can automatically merge duplicate records upon insert.
- B-** Service Cloud should be implemented before Marketing Cloud to ensure that the Salesforce Contact IDs can be used in Marketing Cloud as unique identifiers. Written
- C-** Customer data from B2C Commerce and the legacy CRM should be deduplicated before being imported into Service Cloud. Materials
- D-** Custom development work is required to connect B2C Commerce to Marketing Cloud and use the Salesforce Contact ID.
- E-** Marketing Cloud Connect should be configured to use an alternate external ID from Salesforce as the Contact Key to avoid duplicate contacts in Marketing Cloud.

Answer:

B, C, D

Explanation:

B) Service Cloud should be implemented before Marketing Cloud to ensure that the Salesforce Contact IDs can be used in Marketing Cloud as unique identifiers. This allows for a consistent and unified view of the customer across the Salesforce products and avoids duplicate contacts in Marketing Cloud. C. Customer data from B2C Commerce and the legacy CRM should be deduplicated before being imported into Service Cloud. This ensures that there are no duplicate contacts in Service Cloud that could cause data quality issues or conflicts when syncing with Marketing Cloud. D. Custom development work is required to connect B2C Commerce to Marketing Cloud and use the Salesforce Contact ID. This involves creating a service definition in B2C Commerce that points to Marketing Cloud's REST API and passing the Salesforce Contact ID as the contact key when triggering journeys or updating contact data. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5

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

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