



Free Questions for B2C-Solution-Architect by certscare

Shared by Mays on 22-07-2024

For More Free Questions and Preparation Resources

Check the Links on Last Page

Question 1

Question Type: MultipleChoice

A retail company uses B2C Commerce and Marketing Cloud to enable cross-cloud communication on behalf of its customers. As part of the newsletter signup journey, the company would like to send a coupon code to each customer 3 days after registration. Once the coupon code has been redeemed, the company would like to alter the customer's journey to stop reminder emails.

Which two configuration steps should a Solution Architect take to ensure the customer's journey is updated after the coupon code is used?

Choose 2 answers

Options:

- A-** Create a service definition in B2C Commerce that points to Marketing Cloud's REST API.
- B-** Create a service definition in B2C Commerce that points to Marketing Cloud's SOAP API.
- C-** After purchase, use Marketing Cloud to request coupon redemption details from the B2C Commerce service definition.
- D-** After purchase, use the B2C Commerce service definition to send redemption data to Marketing Cloud.

Answer:

A, D

Explanation:

A) A service definition in B2C Commerce is a configuration that defines how B2C Commerce communicates with an external system, such as Marketing Cloud. By creating a service definition that points to Marketing Cloud's REST API, the company can enable B2C Commerce to call Marketing Cloud's endpoints for various purposes, such as triggering journeys or updating contact data. D. After purchase, the company can use the B2C Commerce service definition to send redemption data to Marketing Cloud using the REST API. This data can include the coupon code, the journey ID, and the contact key. Marketing Cloud can use this data to update the contact's journey status and stop sending reminder emails. 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>

Question 2

Question Type: MultipleChoice

A marketing team is using Sales Cloud web-to-lead forms to capture leads. The company recently acquired Marketing Cloud and wants to ensure that the data is synchronized to Marketing Cloud without losing data and without creating duplicate contacts.

Which consideration should a Solution Architect voice to the marketing team when designing this solution?

Options:

- A- Leads can be merged and converted in Marketing Cloud.
- B- Leads and contacts are unique records in Marketing Cloud.
- C- The contact delete framework in Marketing Cloud can be used to resolve duplicate contacts and associated billing challenges.
- D- Web-to-lead forms trigger Marketing Cloud journeys without creating leads in Salesforce.

Answer:

B

Explanation:

Marketing Cloud treats leads and contacts as separate records, even if they have the same email address. This means that syncing leads from Sales Cloud to Marketing Cloud can create duplicate contacts and increase the contact count and billing. To avoid this, the marketing team should consider using contacts only or converting leads to contacts before syncing them to Marketing Cloud. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_sync_leads_and_contacts.htm&type=5

Question 3

Question Type: MultipleChoice

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?

Options:

- A- Shield Platform Encryption
- B- Tokenized Sending
- C- Transparent Data Encryption
- D- Field Level Encryption

Answer:

D

Explanation:

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. Reference:

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

Question 4

Question Type: MultipleChoice

An ecommerce company has one B2C Commerce Primary Instance Group with three storefronts and is considering Marketing Cloud for email messaging and customer journey orchestration. The company has a strong desire to implement product recommendations in their email messaging as well as implement the abandoned cart use-case.

Which two approaches should a Solution Architect recommend to ensure that the company can implement solutions that align with their requirements?

Choose 2 answers

Options:

- A-** Implement Marketing Cloud with a single business unit as that unit can share its product catalog across the three B2C Commerce storefronts and generate storefront-specific product recommendations.
- B-** Implement a separate business unit for each B2C Commerce storefront to ensure that each storefront has its own Marketing Cloud product catalog from which product recommendations will be driven.

C- Implement abandoned cart using Marketing Cloud's Behavioral Trigger feature and create an abandonment journey for all three storefronts from a single business unit. Marketing Cloud will manage ensuring that product recommendations are storefront specific via Marketing Cloud Einstein.

D- Implement abandoned cart using Marketing Cloud's Behavioral Trigger feature and create an abandonment journey for each storefront and their paired business unit. The B2C Commerce storefront must also be extended to re-create the customer's shopping cart with abandoned products.

Answer:

B, D

Explanation:

This approach allows the company to have a separate business unit for each B2C Commerce storefront, which provides data segregation and customization for each market. Each business unit can have its own Marketing Cloud product catalog, which is a data extension that contains product information for generating product recommendations using Einstein. D. This approach allows the company to implement abandoned cart using Marketing Cloud's Behavioral Trigger feature, which can track customer behavior on the B2C Commerce storefront and trigger an email journey based on predefined rules. The abandonment journey can include product recommendations based on the products left in the cart. The B2C Commerce storefront must also be extended to re-create the customer's shopping cart with abandoned products using a link or button in the email. Reference:

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

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

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

Question 5

Question Type: MultipleChoice

A company wants to use Marketing Cloud to send customer electronic receipts that originate from its point of sale (POS) system. The company has a need for the receipt to be sent no more than 10 minutes after purchase and would like to track all email sends that are being placed to that customer, The Marketing Cloud Contact Key should be the Service Cloud Contact ID.

What solution should a Solution Architect recommend to achieve this need?

Options:

- A-** Make an API call from the POS to Marketing Cloud to send the electronic receipt and then call Service Cloud to add the customer if they do not exist. Use an automation in Marketing Cloud nightly to remove any duplicate contacts that may be introduced with Marketing Cloud Connect.
- B-** Make an API call from the POS to Service Cloud to retrieve the Service Cloud Contact ID. If the customer does not exist, submit a POST to Service Cloud to create the Contact ID, then send the Contact ID to Marketing Cloud via an API to send the electronic receipt.
- C-** Make an API call from the POS to Service Cloud to add the customer if they do not exist; leverage a custom object to send details to Marketing Cloud via Marketing Cloud Connect and synchronized data sources to send the electronic receipt.
- D-** Make an API call from the POS to Marketing Cloud to send the electronic receipt. No call is required to Service Cloud to fetch the Contact ID as this information is already available at the POS.

Answer:

D

Explanation:

This solution allows the company to send the electronic receipt in near real time using the Marketing Cloud Transactional Messaging API, which can handle high-volume and time-sensitive messages. The POS system already has the Service Cloud Contact ID for the customer, so there is no need to make an extra API call to Service Cloud to fetch it. The Service Cloud Contact ID can be passed as the Marketing Cloud Contact Key to ensure data consistency across the systems. Reference:

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

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

Question 6

Question Type: MultipleChoice

A company is using Service Cloud, B2C Commerce, and Marketing Cloud to provide an end-to-end B2C solution. The company does not use MuleSoft or any other integration middleware and does not plan on using them in the near future. The company has about 10 million customers with a growth rate of 10% year over year, On average, each customer raises 10-50 support tickets each year, Each ticket may contain multiple comments, responses, and attachments. There is a need for the service agents to have visibility on customer tickets for up to 5 years.

What approach should a Solution Architect recommend in order to deliver the desired functionality given the company's expected growth over the next 5 years, while still adhering to the platform's governor limits?

Options:

- A-** Capture and resolve tickets using the capabilities of Service Cloud. Archive resolved cases and related data into Heroku and display them back in Service Cloud using Salesforce Connect.
- B-** Capture and resolve tickets using the capabilities of Service Cloud. Archive cases and related data older than a year in Big Objects and delete records that are more than 5 years old.
- C-** Capture and resolve tickets using the capabilities of Service Cloud, Use the Service Cloud console to display cases and related data raised by a customer in the past 5 years.
- D-** Capture and resolve tickets using the capabilities of 852C Commerce. Archive cases and related data older than a year in Big Objects and delete records that are more than 5 years old.

Answer:

A

Explanation:

This approach allows the company to use Service Cloud for capturing and resolving tickets, which provides a better customer service experience than B2C Commerce. It also allows the company to archive resolved cases and related data into Heroku, which is a cloud platform that can store large amounts of data without hitting the platform's governor limits. Using Salesforce Connect, the company can

display the archived data back in Service Cloud without storing it in Salesforce, thus saving storage space and costs. Reference: https://help.salesforce.com/s/articleView?id=sf.data_source_connect.htm&type=5 <https://www.heroku.com/home>

Question 7

Question Type: MultipleChoice

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

Options:

- 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

Answer:

B, D, E

Explanation:

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. Reference:

<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_co

Question 8

Question Type: MultipleChoice

A company uses PersonAccounts to store customer information in Sales Cloud and now wants to map its customer records in Marketing Cloud.

What should a Solution Architect recommend?

Options:

- A- Sync Account object using PersonContactId to access the Contact.
- B- Sync Account object using PersonSubscriberId to access the Contact.
- C- Sync Contact object using PersonAccountId to access the Account.
- D- Sync Contact object using PersonSubscriberId to access the Account.

Answer:

B

Explanation:

PersonAccounts are a special type of accounts that combine the properties of accounts and contacts. To sync PersonAccounts with Marketing Cloud, the Account object must be used and the PersonSubscriberId field must be mapped to the Marketing Cloud Contact Key. This field contains the ID of the contact record associated with the PersonAccount. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_person_accounts.htm&type=5

Question 9

Question Type: MultipleChoice

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?

Options:

- 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.

Answer:

A

Explanation:

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. Reference:

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

To Get Premium Files for B2C-Solution-Architect Visit

<https://www.p2pexams.com/products/b2c-solution-architect>

For More Free Questions Visit

<https://www.p2pexams.com/salesforce/pdf/b2c-solution-architect>

