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Question: 1

A company is implementing B2C Commerce, Service Cloud, and Marketing Cloud. The company is based in Europe and needs to be compliant with GDPR.

Which two design implementations should a Solution Architect use to ensure GDPR compliance?

Choose 2 answers

- A. Use email addresses, SMS, or other channel addresses as the contact key (subscriber key) in Marketing Cloud
- B. Use a Salesforce record ID as a single unique identifier to apply across channels and clouds
- C. Set tracking site preference for each storefront
- D. Set field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud

Answer: B, D

Explanation:

B. Using a Salesforce record ID as a single unique identifier to apply across channels and clouds can help ensure GDPR compliance by enabling data portability, deletion, and anonymization across systems. This can also reduce data duplication and improve data quality. D. Setting field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud can help ensure GDPR

compliance by protecting sensitive data from unauthorized access or disclosure. This can also help meet the requirements of data minimization and pseudonymization. Reference:

https://trailhead.salesforce.com/en/content/learn/modules/gdpr_basics/gdpr_basics_principles

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

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_security.htm&type=5

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

Question: 2

A salesperson needs to know which subscription a customer has subscribed to or unsubscribed from when reviewing their account in Sales Cloud. However, Marketing Cloud needs to honor the **unsubscribe** action when it sends out emails.

Which two steps should a Solution Architect take to meet these requirements?

Choose 2 answers

- A. Create a Journey activity to update the records in Sales Cloud.
- B. Create a custom preference center that updates the records in Sales Cloud.
- C. Use the out-of-the-box preference center in Marketing Cloud.
- D. Implement the Marketing Cloud Connector to ensure the unsubscribe data is synced from Sales Cloud.

Answer: BD

Explanation:

B. Creating a custom preference center that updates the records in Sales Cloud can help meet the requirements by allowing customers to manage their subscription preferences and opt-in or opt-out of different email lists or publications. This can also provide more granular control over the data synchronization between Sales Cloud and Marketing Cloud. D. Implementing the Marketing Cloud Connector can help meet the requirements by enabling bi-directional data integration between Sales

Cloud and Marketing Cloud. This can also allow Marketing Cloud to honor the unsubscribe status of contacts or leads in Sales Cloud when sending emails. Reference:

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

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

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

5

Question: 3

A global pharmaceutical company wants to roll-out online shopping for customers in multiple countries and needs a quick return on investment (ROI). The company is considering how to market products from prenatal vitamins to drug therapies that improve neonatal outcomes.

Each country has its own regulations around marketing and online sales. Some countries may not allow marketing to individuals, but will allow marketing to healthcare providers and have different regulations for various channels and touchpoints. In some countries, they are allowed to use curated social content for product ratings and discussions. In addition, branding is uniquely defined in each country so the company would like to combine e-commerce with existing content management systems.

What strategy should a Solution Architect recommend to solve these needs?

- A. B2C Commerce, Marketing Cloud, and Experience Builder with multi-Currency and translation workbench.
- B. Headless B2C Commerce. LINK cartridges. SFRA-style development with Heroku and MuleSoft.
- C. Multi-org approach with Partner and Customer Communities, B2C Commerce, Heroku, and Mulesoft for SFRA-style development.
- D. Multi-org approach with Service Cloud, LINK cartridges and translation workbench, and Partner and Customer Communities.

Answer: B

Explanation:

A headless B2C Commerce approach can help solve the needs by decoupling the front-end presentation layer from the back-end commerce functionality. This can allow the company to leverage their existing content management systems and deliver consistent branding across different countries. LINK cartridges can help integrate B2C Commerce with third-party systems and services, such as payment providers, tax calculators, or social media platforms. SFRA-style development can help create a responsive and customizable storefront that follows best practices and standards. Heroku and MuleSoft can help build and connect custom applications and APIs that support the complex business logic and data flows required by the global pharmaceutical company. Reference:

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_headless.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_link.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_sfra.htm&type=5

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

<https://www.mulesoft.com/platform/enterprise-integration>

Question: 4

A company has 2,000 customers and currently services them using a call center and spreadsheets.

Because of the lack of systems there is no ability to track how successful agents are. In addition, their ordering system cannot be easily accessed by service agents costing valuable time and hurting customer satisfaction.

What are two reasons a connected B2C Solution can add value to the company?

Choose 2 answers

- A. Provides a better interface for agents using Service Cloud and B2C Commerce with Heroku
- B. Allows agents to more easily access customer data to better support customers when they call in
- C. Allows agents to use SSO to log into B2C Commerce and Service Cloud using the same credentials
- D. Increases spend ROI as fewer service agents will be needed, which can allow for more sales agents

Answer: BC

Explanation:

B. Allowing agents to more easily access customer data to better support customers when they call in can add value to the company by improving customer satisfaction, loyalty, and retention. This can also enable agents to provide personalized recommendations, cross-sell or upsell opportunities, and proactive service based on the customer's profile, preferences, and purchase history. C. Allowing agents to use SSO to log into B2C Commerce and Service Cloud using the same credentials can add value to the company by simplifying the login process, enhancing security, and reducing administrative overhead. This can also provide a seamless user experience for agents across different systems and platforms. Reference:

<https://www.salesforce.com/products/service-cloud/overview/>

<https://www.salesforce.com/products/commerce-cloud/overview/>

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

Question: 5

An organization that has B2C Commerce, Marketing Cloud, and Service Cloud has separate support teams that work with customers based on their tier level. Tier levels are based on the amount of money a customer spends. The organization wants incoming support cases to automatically route to the correct team based on their tier level.

Which two options should a Solution Architect configure to accomplish this?

Choose 2 answers

- A. Service Cloud can be extended with customer flows and Lightning Web Components to create a separate support process specifically designed for customers that are attributed a tier level.
- B. Tier levels must be calculated and attributed to customers in Marketing Cloud and then propagated to Service Cloud so that they can be used to inform how cases are routed to teams. Marketing Cloud must integrate with B2C Commerce to leverage purchase data necessary for these calculations.
- C. Case routing can be configured by configuring Service Cloud's omni-channel routine feature to route cases to support teams based on the tier level of the customer submitting the case and the availability of agents supporting each tier level.
- D. Tier levels must be calculated regularly and attributed to Contact records in Service Cloud so that the tier level can be leveraged by Service Cloud's omni-channel routing feature and synchronized back to B2C Commerce and Marketing Cloud.

Answer: CD

Explanation:

C. Case routing can be configured by configuring Service Cloud's omni-channel routing feature to route cases to support teams based on the tier level of the customer submitting the case and the availability of agents supporting each tier level. This can help accomplish the goal by ensuring that cases are assigned to the most qualified and available agents based on predefined criteria and rules. D. Tier levels must be calculated regularly and attributed to Contact records in Service Cloud so that the tier level can be leveraged by Service Cloud's omni-channel routing feature and synchronized back to B2C Commerce and Marketing Cloud. This can help accomplish the goal by maintaining consistent and updated customer data across different systems and platforms. Reference:

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

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

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_integration.htm&type=5

Question: 6

An insurance company needs the ability to relate contacts to their workplace to track which services are paid by the employee benefits. Contacts receive emails to notify them of new policy offerings. Agents also need to relate adults in the same household who share access to financial resources and policy information to sign them up for the right policies. Adjusters need the ability to see and respond to claims from anyone in the household. Independent agents need daily access to customer data as well. Customers also need periodic access to claims and policy information for their household. The company also wants to track what data searches are performed by agents and adjusters on the platform to analyze their work.

Which products should a Solution Architect recommend in addition to Insurance for Financial Services and Experience Cloud to meet these needs?

- A. Shield and Event Monitoring Analytics App, Pardot
- B. Digital Engagement, Shield with Splunk, Social Engagement Studio
- C. REST API Event Monitoring and Tableau CRM, Marketing Engagement Studio
- D. Salesforce Field Service, Shield Encryption at rest, Digital Engagement

Answer: A

Explanation:

A. Shield and Event Monitoring Analytics App, Pardot can help meet these needs by providing enhanced security, compliance, auditing, analytics, and marketing capabilities for the insurance company. Shield can help protect sensitive data with encryption, monitor user activity with event logs, enforce data retention policies with archiving, and comply with industry regulations with field audit trails. Event Monitoring Analytics App can help analyze user behavior, performance, adoption, and usage with prebuilt dashboards and reports. Pardot can help create personalized email campaigns, track customer engagement, automate lead generation, and measure marketing ROI. Reference:

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

<https://www.salesforce.com/products/platform/products/event-monitoring-analytics-app/>

<https://www.salesforce.com/products/marketing-cloud/best-marketing-automation-software/>

Question: 7

Northern Trail Outfitters (NTO) wants to consolidate various legacy commerce platforms into one centrally-managed platform on B2C Commerce. The IT department has been working extensively with web frameworks (such as React and

Angular) in recent years and wants to leverage the benefits of B2C Commerce, but maintain the flexibility of the user experience using headless commerce.

Which three considerations, beyond user experience, should a Solution Architect consider before confirming a headless approach?

Choose 3 answers

- A. Additional infrastructure (for example Heroku servers) may be required to host the application
- B. Features that are available by default in the Storefront Reference Architecture (SFRA) app will need to be custom built in custom frameworks
- C. Developers will still be required to use the Commerce SDK for security purposes
- D. Available Service, Marketing, and LINK accelerators may not work without modifications when using a headless approach
- E. Developers familiar with the web frameworks (React, Angular) will be familiar with the framework used by B2C Commerce

Answer: ABD

Explanation:

A. Additional infrastructure (for example Heroku servers) may be required to host the application when using a headless approach. This can increase the complexity, cost, and maintenance of the solution. A Solution Architect should consider the trade-offs between flexibility and simplicity when choosing a headless approach. B. Features that are available by default in the Storefront Reference Architecture (SFRA) app will need to be custom built in custom frameworks when using a headless approach. This can increase the development time, effort, and risk of the solution. A Solution Architect should consider the benefits and drawbacks of using SFRA versus custom frameworks when choosing a headless approach. D. Available Service, Marketing, and LINK accelerators may not work without modifications when using a headless approach. This can limit the integration capabilities and functionality of the solution. A Solution Architect should consider the compatibility and extensibility of the accelerators when choosing a headless approach. Reference:

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_headless.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_sfra.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_link.htm&type=5

Question: 8

A company has Person Account set up on their Sales Cloud and they now want to map subscriber data in Marketing Cloud. What should a Solution Architect recommend?

A. Sync Subscriber object.

- B. A Sync Person Account object.
- C. Sync Individual object.
- D. Sync Contact object.

Answer: B

Explanation:

Syncing Person Account object can help map subscriber data in Marketing Cloud when the company has Person Account set up on their Sales Cloud. This can enable bi-directional data integration between Sales Cloud and Marketing Cloud for Person Accounts, which are records that combine both Account and Contact information for individuals. Reference:

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

Question: 9

A global merchant plans to use B2C Commerce, Service Cloud, and Marketing Cloud to support the shopper experience. They also plan on using Marketing Cloud Connect to integrate Service and Marketing Clouds and the Service Cloud Connector for B2C Commerce. The customers will receive SMS messages through Mobile Connect. One of the key requirements is to enable consent and profile management across the clouds.

Which two recommendations should a Solution Architect make as part of the solution?

Choose 2 answers

- A. SMS opt-in will sync with Service Cloud when contact ID is the subscriber key in Marketing Cloud
- B. Service Cloud profile data can be configured to sync to the Marketing Cloud profile center
- C. Profile changes in B2C Commerce will sync to Service Cloud when person accounts are used
- D. Shopper consent in B2C storefronts will sync to Service Cloud when person accounts are used

Answer: A, C

Explanation:

A. SMS opt-in will sync with Service Cloud when contact ID is the subscriber key in Marketing Cloud. This can help enable consent and profile management across the clouds by allowing customers to opt-in or opt-out of SMS messages and

reflecting their preferences in both Service Cloud and Marketing Cloud. This can also help comply with industry regulations and best practices for SMS marketing. C. Profile changes in B2C Commerce will sync to Service Cloud when person accounts are used. This can help enable consent and profile management across the clouds by allowing customers to update their profile information in B2C Commerce and syncing their changes to Service Cloud. This can also help maintain consistent and accurate customer data across different systems and platforms. Reference:

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

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

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_integration.htm&type=5

Question: 10

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.

Answer: AD

Explanation:

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 reengage 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. Reference:

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

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_abandoned_carts.htm&type=5

Question: 11

During discovery conversations an organization notes that they want to create a custom survey around their customer's preferences to help improve product recommendations, marketing journeys, and customer service upsell opportunities. They want to house the survey responses in their Salesforce ecosystem so they can run reports. They plan on having two teams manage the survey and change questions twice a year.

Which three questions should a Solution Architect ask to ensure they understand the requirements well enough to design an appropriate multi-cloud solution?

Choose 3 answers

- A. Will the teams need the ability to change designs?
- B. Does the team need front-end development capabilities?
- C. How many survey responses would you anticipate in a peak 24-hour period?
- D. Will you ever have more than nine possible answers for a survey question?
- E. How often do you update surveys?

Answer: ACE

Explanation:

Option A is correct because the ability to change designs may affect the choice of survey tools and platforms, as well as the level of customization and maintenance required.

Option C is correct because the volume of survey responses may impact the performance, scalability, and reliability of the survey solution, as well as the data storage and integration requirements.

Option E is correct because the frequency of updating surveys may influence the design and governance of the survey

solution, as well as the change management and testing processes.

Option B is incorrect because front-end development capabilities are not relevant to the survey requirements, but rather to the implementation details and skills of the team.

Option D is incorrect because the number of possible answers for a survey question is not a critical factor for designing a multi-cloud solution, but rather a minor detail that can be easily accommodated by most survey tools.

Reference:

[Certification - B2C Solution Architect - Trailhead](#)

[Study for the B2C Solution Architect Certification | Salesforce - Trailhead](#)

[B2C Solution Architect Certification Guide | Salesforce Ben](#)

Question: 12

A company is currently implementing B2C Commerce and wants to use Marketing Cloud to send transactional emails like the Welcome Email, Order Confirmation, and Order Status Update Email.

Which three steps are required to configure the Marketing Cloud Connector for triggered emails?

Choose 3 answers

- A. Configure REST Services in B2C Commerce that will be used to authenticate B2C Commerce against Marketing Cloud via its API integration and initiate a transactional email delivery.
- B. Customize the B2C Commerce storefront to invoke Marketing Cloud's Transactional Messaging REST API whenever a transactional message should be delivered. This customization should first authenticate B2C Commerce against Marketing Cloud and then deliver the Transactional Messaging payload to inform message contents.
- C. Create an API Integration in Marketing Cloud using Installed Packages that provision access to Marketing Cloud APIs by external systems like B2C Commerce.
- D. Customize the B2C Commerce storefront to trigger Marketing Cloud Transactional Messages at strategic points in the customer's experience by using Marketing Cloud's

Transactional Messaging REST API. This customization should include a payload that informs message contents.

- E. Integrate Marketing Cloud and B2C Commerce to provide Marketing Cloud with B2C Commerce order and customer information on a nightly basis via SFTP.

Answer: ACD

Explanation:

Option A is correct because configuring REST services in B2C Commerce is a necessary step to enable authentication and communication with Marketing Cloud via its API integration and to initiate transactional email delivery using Marketing Cloud's Transactional Messaging REST API.

Option C is correct because creating an API integration in Marketing Cloud using Installed Packages is a necessary step to provision access to Marketing Cloud APIs by external systems like B2C Commerce and to generate an API key and secret for authentication purposes.

Option D is correct because customizing the B2C Commerce storefront to trigger Marketing Cloud Transactional Messages at strategic points in the customer's experience is a necessary step to invoke Marketing Cloud's Transactional Messaging REST API with a payload that informs message contents and recipients.

Option B is incorrect because front-end development capabilities are not required to configure the Marketing Cloud Connector for triggered emails, but rather to customize the B2C Commerce storefront and the email templates in Marketing Cloud.

Option E is incorrect because integrating Marketing Cloud and B2C Commerce to provide Marketing Cloud with B2C Commerce order and customer information on a nightly basis via SFTP is not required to configure the Marketing Cloud Connector for triggered emails, but rather to enable data synchronization and segmentation for marketing campaigns.

Reference:

[Get Started with B2C Solution Architect Cert Prep - Trailhead](#)

[Certification - B2C Solution Architect - Trailhead](#)

Question: 13

A company uses B2C Commerce, Marketing Cloud, and Service Cloud and requires that customers create an account before making their first purchase.

Which system creates the customer ID and which system creates an additional ID to use as the customer primary record?

- A. Service Cloud creates a customer ID and an additional ID to be used as the primary record.
- B. A B2C Commerce creates a customer ID and an additional ID to be used as the primary record.
- C. Marketing Cloud creates a customer ID but the primary ID should be created through B2C Commerce.

D. B2C Commerce creates a customer ID but the primary record should be created through Service Cloud.

Answer: D

Explanation:

Option D is correct because B2C Commerce creates a customer ID when a customer registers an account before making their first purchase, but the primary record should be created through Service Cloud using an external ID field that matches the customer ID from B2C Commerce. This way, Service Cloud can store additional customer information and provide a single source of truth for customer data across multiple Salesforce clouds.

Option A is incorrect because Service Cloud does not create a customer ID when a customer registers an account on B2C Commerce, nor does it create an additional ID to be used as the primary record. Service Cloud uses an external ID field that matches the customer ID from B2C Commerce to create or update customer records.

Option B is incorrect because B2C Commerce does not create an additional ID to be used as the primary record when a customer registers an account. B2C Commerce only creates a customer ID that can be matched with an external ID field in Service Cloud or other Salesforce clouds.

Option C is incorrect because Marketing Cloud does not create a customer ID when a customer registers an account on B2C Commerce, nor does it create a primary ID that should be used by other Salesforce clouds. Marketing Cloud uses subscriber keys that can be mapped to customer IDs from B2C Commerce or other external systems.

Reference:

[Get Started with B2C Solution Architect Cert Prep - Trailhead](#)

[Certification - B2C Solution Architect - Trailhead](#)

Question: 14

A large cosmetics company is planning a customer marketing campaign this summer that allows early access to new product launches in exchange for consent to contact participants through text or email. Future communications to those who 'opt-in' includes information on future product launches, store events, and holiday promotions.

The company plans to offer a 'preference center' within the commerce experience, where authenticated users can opt-in or opt-out of various methods of direct communication.

In which two ways should a Solution Architect define the appropriate systems and methods for user registration and communication preferences, and recommend where native platform functionality within each platform may need to be extended?

Choose 2 answers

- A. Allow cookie consent to auto-enable email and/or mobile communications directly to the customer.
- B. Allow customers to unsubscribe via email with one click, and opt-in or opt-out of specific communication methods through a hosted preference center.
- C. Use native B2C Commerce registration options during the browse and checkout experience, and extend these features to provide an opt-in or opt-out communication preference center on a secure page within the same storefront UI.
- D. Implicitly enroll all customers in direct mobile communications during checkout, and allow customers to opt-in or opt-out of all services via email sent by Marketing Cloud.

Answer: BC

Explanation:

Option B is correct because allowing customers to unsubscribe via email with one click is a best practice for email marketing and compliance with anti-spam laws, and allowing customers to opt-in or opt-out of specific communication methods through a hosted preference center is a way to provide more granular control and personalization for customers.

Option C is correct because using native B2C Commerce registration options during the browse and checkout experience is a way to capture customer information and consent, and extending these features to provide an opt-in or opt-out communication preference center on a secure page within the same storefront UI is a way to leverage the existing B2C Commerce platform and provide a consistent user experience.

Option A is incorrect because allowing cookie consent to auto-enable email and/or mobile communications directly to the customer is not a valid or sufficient way to obtain customer consent for direct marketing purposes, and may violate privacy laws and regulations.

Option D is incorrect because implicitly enrolling all customers in direct mobile communications during checkout is not a valid or sufficient way to obtain customer consent for direct marketing purposes, and may violate privacy laws and regulations. Additionally, allowing customers to opt-in or opt-out of all services via email sent by Marketing Cloud is not a user-friendly or secure way to manage customer preferences.

Reference:

[Certification - B2C Solution Architect - Trailhead]

[Study for the B2C Solution Architect Certification | Salesforce - Trailhead]

[B2C Solution Architect Certification Guide | Salesforce Ben]

Question: 15

A single-brand client is implementing a Salesforce multi-cloud solution that includes B2C Commerce, Service Cloud, and Marketing Cloud. They have licenses for over 100 Service Cloud sandboxes, one B2C Commerce realm with on-demand sandboxes, and three Marketing Cloud production business units. The client wants to understand the environment, development, and automation deployment strategy for the implementation.

Which two recommendations should a Solution Architect make in the discovery session?

Choose 2 answers

- A. Run load testing in B2C Commerce pre-launch against the production instance connected to a full copy sandbox in Service Cloud
- B. Use Marketing Cloud business units as testing environments
- C. Use a single Marketing Cloud instance to connect to multiple Service Cloud environments using Marketing Cloud Connect for each business unit
- D. Use a Service Cloud partial copy sandbox to provide better performance than a developer pro sandbox as well as a normal sandbox

Answer: A, C

Explanation:

Option A is correct because running load testing in B2C Commerce pre-launch against the production instance connected to a full copy sandbox in Service Cloud is a recommended practice to ensure that the multi-cloud solution can handle the expected traffic and transactions without compromising performance or functionality.

Option C is correct because using a single Marketing Cloud instance to connect to multiple Service Cloud environments using Marketing Cloud Connect for each business unit is a recommended practice to enable data synchronization and integration between the clouds without duplicating data or creating conflicts.

Option B is incorrect because using Marketing Cloud business units as testing environments is not a recommended practice, as it may cause data quality issues, security risks, and configuration challenges. Marketing Cloud business units should be used for segmentation and personalization purposes, not for testing or development.

Option D is incorrect because using a Service Cloud partial copy sandbox to provide better performance than a developer pro sandbox as well as a normal sandbox is not a valid statement, as partial copy sandboxes have the same performance characteristics as developer pro sandboxes and normal sandboxes. The main difference between partial copy sandboxes and other types of sandboxes is the amount of data they can store.

Reference:

[Get Started with B2C Solution Architect Cert Prep - Trailhead]

[Certification - B2C Solution Architect - Trailhead]

Question: 16

A Solution Architect is working on a project that will use Service Cloud and Marketing Cloud. The company is concerned about its service agents' productivity, since they will sometimes also require access to Marketing Cloud. The company wants the Solution Architect to implement a solution that lets agents authenticate and access all systems with the least possible clicks. The company wants agents to confirm their identity using multi-factor authentication (MFA) upon logging in to either system.

Which three activities does the Solution Architect need to complete in order to meet the company's requirements?

Choose 3 answers

- A. Enable SSO on both Service Cloud and Marketing Cloud.
- B. Define which system is acting as an identity provider (IDP).
- C. Configure Marketing Cloud Connect,
- D. Enable Active Directory Federation Services (ADFS) and Salesforce Event Monitoring on the identity provider (IDP).
- E. Enable MFA on the identity provider (IDP).

Answer: A, B, E

Explanation:

Option A is correct because enabling SSO on both Service Cloud and Marketing Cloud is a necessary step to allow agents to authenticate and access all systems with the least possible clicks, as they only need to log in once with their credentials and then switch between systems seamlessly.

Option B is correct because defining which system is acting as an identity provider (IDP) is a necessary step to configure SSO between Service Cloud and Marketing Cloud, as it determines which system will verify the identity of the agents and issue authentication tokens for the other system.

Option E is correct because enabling MFA on the identity provider (IDP) is a necessary step to meet the company's

requirement of confirming the identity of the agents using multi-factor authentication (MFA) upon logging in to either system. MFA adds an extra layer of security by requiring agents to enter a verification code or use another device besides their username and password.

Option C is incorrect because configuring Marketing Cloud Connect is not a necessary step to enable SSO between Service Cloud and Marketing Cloud, as it is used for data synchronization and integration purposes, not for authentication or access management.

Option D is incorrect because enabling Active Directory Federation Services (ADFS) and Salesforce Event Monitoring on the identity provider (IDP) are not necessary steps to enable SSO between Service Cloud and Marketing Cloud, as they are used for different purposes. ADFS is used for federating identities across different domains or organizations, while Salesforce Event Monitoring is used for tracking user activity and performance within Salesforce.

Reference:

[Get Started with B2C Solution Architect Cert Prep - Trailhead]

[Certification - B2C Solution Architect - Trailhead]

Question: 17

A university has several small departmental organizations scattered across different colleges. Each of which has its own finances, business processes, and strategies that are sometimes at odds. They would like to introduce a university-wide communications strategy that allows their recruitment team to market to potential students globally while allowing each department to recruit existing students for its own programs.

What should a Solution Architect recommend to meet their needs?

- A. Marketing Cloud with multiple business units, Marketing Cloud Connect, and multiple existing Salesforce orgs
- B. Marketing Cloud with multiple business units and a single Salesforce org with Divisions for consolidating existing departmental orgs
- C. Marketing Cloud with Enterprise Communication Strategy, Marketing Cloud Connect, and multiple existing Salesforce orgs
- D. Marketing Cloud with Enterprise Communication Strategy and a single Salesforce org with Connected Campus for consolidating existing departmental orgs

Answer: D

Explanation:

Option D is correct because Marketing Cloud with Enterprise Communication Strategy and a single Salesforce org with Connected Campus for consolidating existing departmental orgs is the best solution to meet the university's needs. Marketing Cloud with Enterprise Communication Strategy allows the university to create and manage personalized communications across multiple channels and audiences, while a single Salesforce org with Connected Campus enables the university to unify and streamline its data, processes, and services across different departments and colleges.

Option A is incorrect because Marketing Cloud with multiple business units, Marketing Cloud Connect, and multiple existing Salesforce orgs is not a suitable solution for the university's needs, as it would create data silos, integration challenges, and governance issues across different Salesforce clouds and orgs. Marketing Cloud Connect is also not necessary for the university's communication strategy, as it is mainly used for data synchronization and integration between Marketing Cloud and Service Cloud or Sales Cloud.

Option B is incorrect because Marketing Cloud with multiple business units and a single Salesforce org with Divisions for consolidating existing departmental orgs is not a suitable solution for the university's needs, as it would create complexity and overhead in managing multiple business units and divisions within the same Salesforce cloud and org. Divisions are also not recommended for multi-brand or multi-department scenarios, as they are mainly used for large-scale data segmentation and reporting purposes.

Option C is incorrect because Marketing Cloud with Enterprise Communication Strategy, Marketing Cloud Connect, and multiple existing Salesforce orgs is not a suitable solution for the university's needs, as it would create data silos, integration challenges, and governance issues across different Salesforce clouds and orgs. Marketing Cloud Connect is also not necessary for the university's communication strategy, as it is mainly used for data synchronization and integration between Marketing Cloud and Service Cloud or Sales Cloud.

Reference:

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[B2C Solution Architect Certification Guide | Salesforce Ben]

Question: 18

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and wants to deliver integrated customer experiences across all three products. The company has one B2C Commerce realm serving two storefronts, a Salesforce org, and a Marketing Cloud instance with a single business unit that leverages email address as a subscriber key. None of these Salesforce Clouds are integrated. The company is also interested in integrating with Customer 360 Data Manager.

Which two Marketing Cloud implementation recommendations should a Solution Architect present to the company to adjust their architecture to adhere to Salesforce multi-cloud integration best practices?

Choose 2 answers

- A. Marketing Cloud should serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier.
- B. Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit.
- C. Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices.
- D. B2C Commerce should integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront.

Answer: BC

Explanation:

Option B is correct because Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit. This is a recommended practice to enable multi-brand marketing campaigns and segmentation based on different storefronts and customer profiles.

Option C is correct because Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices. This is a recommended practice to enable data integration and identity

resolution across multiple Salesforce clouds using Customer 360 Data Manager. Email address is not a suitable subscriber key for multi-cloud scenarios, as it may change over time or be shared by multiple customers.

Option A is incorrect because Marketing Cloud should not serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier. This is not a recommended practice, as it would create data quality issues, security risks, and integration challenges across multiple Salesforce clouds. Customer email addresses are also not suitable as a multi-cloud customer identifier, as they may change over time or be shared by multiple customers.

Option D is incorrect because B2C Commerce should not integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront. This is not a recommended practice, as it would create data duplication, synchronization issues, and performance impacts across multiple Salesforce clouds. B2C Commerce should integrate with Service Cloud or Customer 360 Data Manager to create or update customer records based on their actions on the storefront.

Reference:

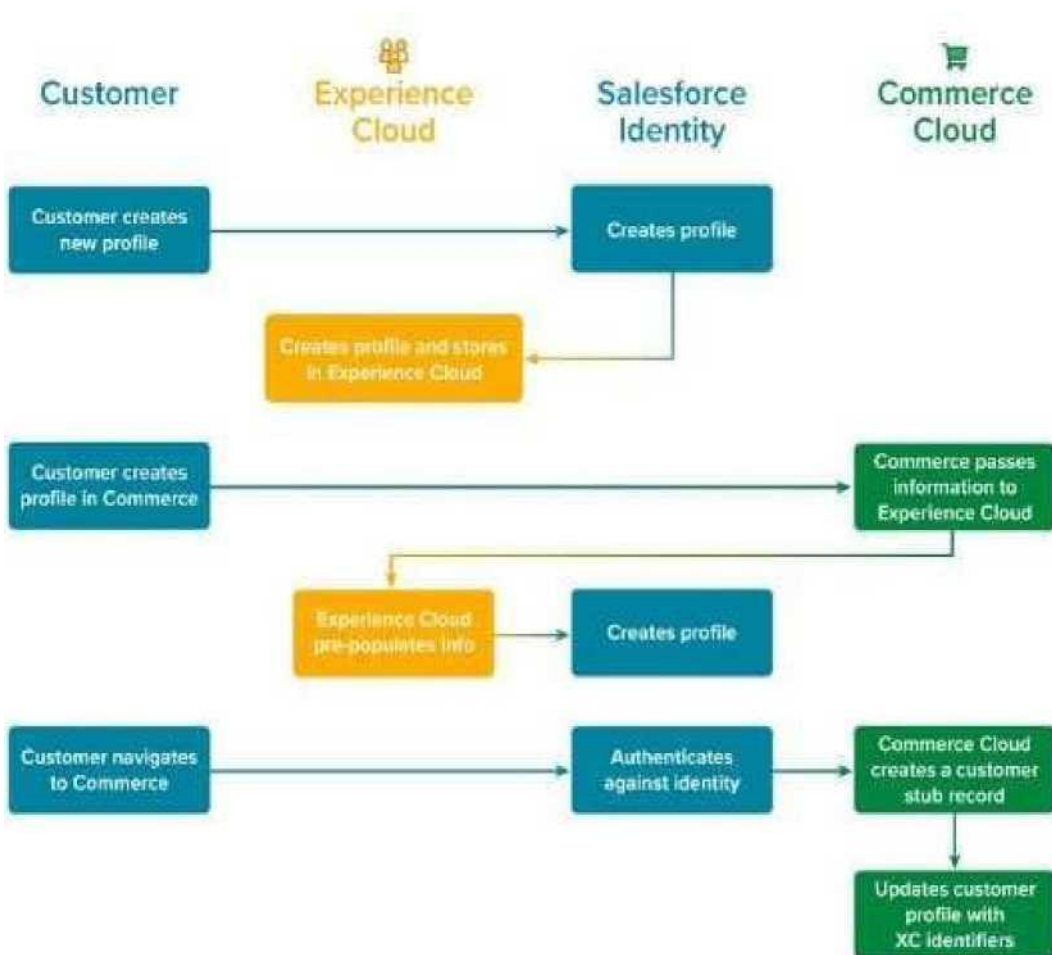
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Question: 19

Refer to the exhibit.



A beauty brand is planning to re-platform their existing website onto B2C Commerce. As part of the re-platform they will create a new social community where beauty insiders can view how-to videos, share tips, and favorite products. As part of the overall solution, the beauty brand is going to implement B2C Commerce, Experience Cloud, and Salesforce Identity.

Each beauty insider can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses.

Which application should a Solution Architect recommend to set up the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data?

- A. Salesforce Identity
- B. Service Cloud
- C. Experience Cloud
- D. B2C Commerce

Answer: D

Explanation:

Option D is correct because B2C Commerce should be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. B2C Commerce is the first point of contact for customers who register an account before making their first purchase, and it can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses. B2C Commerce can also integrate with Experience Cloud and Salesforce Identity to provide a consistent and secure user experience across the social community and the ecommerce site.

Option A is incorrect because Salesforce Identity should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Salesforce Identity is mainly used for authentication and identity management purposes, not for storing and updating customer profile and commerce information. Salesforce Identity can also integrate with Experience Cloud and B2C Commerce to provide a single sign-on (SSO) experience for customers across the social community and the ecommerce site.

Option B is incorrect because Address book should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Address book is not a system or an application, but rather a feature or a data element that can be stored and updated in B2C Commerce or other Salesforce clouds.

Option C is incorrect because Wishlist should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Wishlist is not a system or an application, but rather a feature or a data element that can be stored and updated in B2C Commerce or other Salesforce clouds.

Reference:

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Question: 20

A service organization has a long lifecycle for customers that start as a lead and move through opportunity to active and former customer states. The organization wants to use Sales Cloud and Marketing Cloud as their core customer engagement platforms.

Which two considerations should a Solution Architect keep in mind when setting up this multi-cloud use case?

Choose 2 answers

- A. Set up the contact object with a specific record type 'Lead' that mimics the standard lead object to prevent the duplicate contact from being created in Marketing Cloud.
- B. Allow both the lead record to generate a contact in Marketing Cloud and the contact record to generate a contact

in Marketing Cloud.

- C. Enable the 'Prevent Duplicates for Lead Conversion' setting when configuring Marketing Cloud Connect to prevent converted contacts from generating a duplicate contact.
- D. Ensure that when a lead is converted to a contact that the Lead ID is mapped to a custom field on the Contact to be used as the referenced with the Subscriber ID in Marketing Cloud and avoid duplicate records.

Answer: A, D

Explanation:

Option A is correct because setting up the contact object with a specific record type 'Lead' that mimics the standard lead object to prevent the duplicate contact from being created in Marketing Cloud is a valid consideration for setting up this multi-cloud use case. This way, the service organization can avoid creating duplicate records in Marketing Cloud when leads are converted to contacts in Sales Cloud, as Marketing Cloud will recognize them as the same subscriber based on their record type and subscriber key.

Option D is correct because ensuring that when a lead is converted to a contact that the Lead ID is mapped to a custom field on the Contact to be used as the referenced with the Subscriber ID in Marketing Cloud and avoid duplicate records is a valid consideration for setting up this multi-cloud use case. This way, the service organization can avoid creating duplicate records in Marketing Cloud when leads are converted to contacts in Sales Cloud, as Marketing Cloud will recognize them as the same subscriber based on their Lead ID and Subscriber ID.

Option B is incorrect because allowing both the lead record to generate a contact in Marketing Cloud and the contact record to generate a contact in Marketing Cloud is not a valid consideration for setting up this multi-cloud use case, as it would create duplicate records in Marketing Cloud when leads are converted to contacts in Sales Cloud, unless they have matching subscriber keys.

Option C is incorrect because enabling the 'Prevent Duplicates for Lead Conversion' setting when configuring Marketing Cloud Connect to prevent converted contacts from generating a duplicate contact is not a valid consideration for setting up this multi-cloud use case, as this setting does not prevent duplicates from being created in Marketing Cloud, but rather prevents duplicates from being created in Sales Cloud when leads are converted.

Reference:

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Question: 21

Northern Trail Outfitters (NTO) wants to unify customer data with a single identity for each customer across their ecommerce sites and their communities. Communities are treated as an identity provider (IDP) for commerce. The communities also allow self-service support for products via knowledge articles and crowd-sourced Knowledge and Chatter.

For which customer data should Experience Cloud be the system of record?

- A. Authentication credentials
- B. Address book
- C. Wishlist
- D. Payment information

Answer: A

Explanation:

Option A is correct because authentication credentials should be stored and managed by Experience Cloud as the system of record for this customer data. Experience Cloud acts as an identity provider (IDP) for commerce, meaning that it verifies the identity of customers who log in to ecommerce sites using their communities credentials. Experience Cloud can also leverage Salesforce Identity features to provide secure and seamless authentication across multiple Salesforce clouds and external systems.

Option B is incorrect because address book should not be stored and managed by Experience Cloud as the system of record for this customer data. Address book is mainly used for ecommerce purposes, such as shipping and billing addresses, and it should be stored and managed by B2C Commerce as the system of record. B2C Commerce can also integrate with Experience Cloud to provide a consistent user experience across ecommerce sites and communities.

Question: 22

A company has B2C Commerce and Marketing Cloud. The Marketing team wants to match up the purchasing data from B2C Commerce to the Marketing Cloud subscriber data.

Which two objects from B2C Commerce should a Solution Architect map to Marketing Cloud in order to meet the company's needs?

Choose 2 answers

- A. Contact
- B. Orders
- C. Customer
- D. Profile

Answer: BC

Explanation:

Option B is correct because orders should be mapped from B2C Commerce to Marketing Cloud in order to meet the company's needs. Orders contain purchasing data such as order number, order date, order total, order status, and order items, which can be used for marketing purposes such as segmentation, personalization, and reporting.

Option C is correct because customer should be mapped from B2C Commerce to Marketing Cloud in order to meet the company's needs. Customer contains subscriber data such as customer ID, email address, first name, last name, and phone number, which can be used for marketing purposes such as identification, communication, and targeting.

Option A is incorrect because contact is not an object from B2C Commerce, but rather an object from Service Cloud or Sales Cloud. Contact contains customer data such as name, email address, phone

number, and account ID, which can be used for marketing purposes if integrated with Marketing Cloud via Marketing Cloud Connect.

Option D is incorrect because profile is not an object from B2C Commerce, but rather an object from Experience Cloud or Sales Cloud. Profile contains user data such as username, password, role, and permissions, which can be used for authentication and authorization purposes if integrated with Marketing Cloud via Salesforce Identity or Marketing Cloud Connect.

Reference:

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Question: 23

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

Answer: AD

Explanation:

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.

Reference:

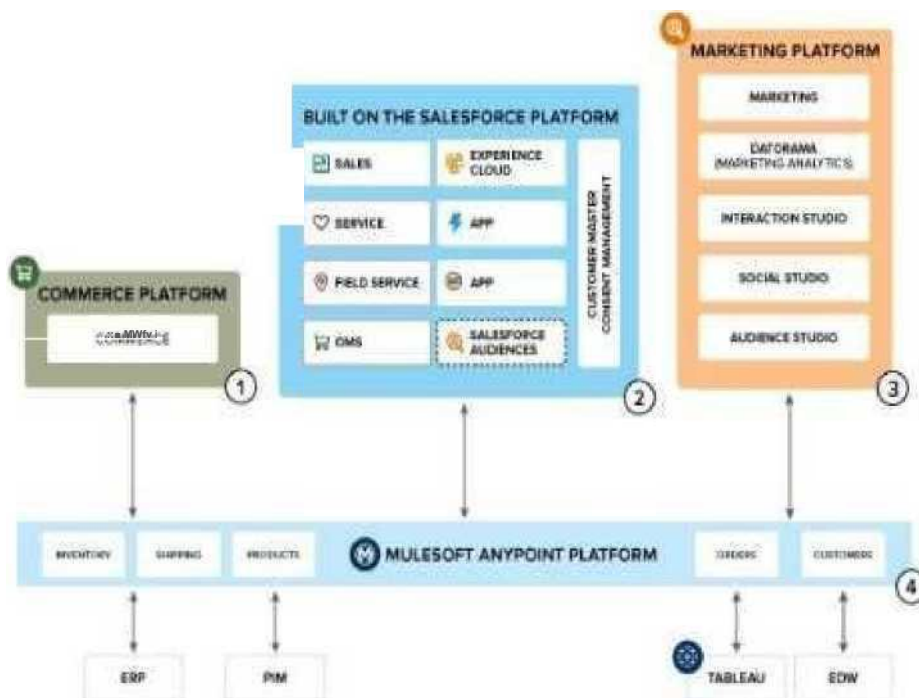
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Question: 24

Refer to the exhibit.



A company plans to adopt Salesforce for a number of their needs, including an internal CRM, a public B2C Commerce storefront with order management functionality, and an extensible API framework to integrate with other systems, as well as marketing automation. The overall system landscape of the proposed solution is shown above.

Which three considerations are important for this scenario? Choose 3 answers

- A. The Salesforce Platform can be used for customer master and consent management, or it can Integrate with a third-party Master Data Management system.
- B. Tableau requires MuleSoft in order to access data outside of the Salesforce Platform.
- C. Order Management System (OMS) is a B2C Commerce product but it does not run natively on the core Salesforce Platform.
- D. Salesforce products, including Sales Cloud, Service Cloud, Experience Cloud, and Order Management System (OMS) run on the same physical platform and share a common data model.
- E. Marketing Cloud enables personalization, journey orchestration, and cross-channel messaging.

Answer: ACD

Explanation:

Option A is correct because the Salesforce Platform can be used for customer master and consent management, or it can integrate with a third-party Master Data Management system. This is an important consideration for this scenario, as it affects the data quality, security, and governance of customer data across multiple Salesforce clouds and systems.

Option C is correct because Order Management System (OMS) is a B2C Commerce product but it does not run natively on

the core Salesforce Platform. This is an important consideration for this scenario, as it affects the integration, performance, and scalability of OMS with other Salesforce clouds and systems.

Option D is correct because Marketing Cloud enables personalization, journey orchestration, and cross-channel messaging. This is an important consideration for this scenario, as it affects the marketing strategy, campaign design, and customer engagement of the company.

Option B is incorrect because Tableau does not require MuleSoft in order to access data outside of the Salesforce Platform. Tableau can connect to various data sources using native connectors or custom connectors without relying on MuleSoft.

Reference:

[Get Started with B2C Solution Architect Cert Prep - Trailhead]

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Question: 25

A company uses Salesforce to store accounts and contacts. All users have switched to the Lightning Experience user interface. The Account Hierarchy feature is used extensively to relate companies to their subsidiaries. A Solution Architect finds that the data migration process is creating duplicate contacts with different primary accounts.

Which two options can the Solution Architect use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company?

Choose 2 answers

- A. Customer 360 Data Manager
- B. Third-party application or AppExchange tool
- C. Duplicate Matching Rules
- D. Lightning Data Services

Answer: AC

Explanation:

Option A is correct because Customer 360 Data Manager can be used to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Customer 360 Data Manager is a tool that enables data integration and identity resolution across multiple Salesforce clouds and external systems. It can match and merge duplicate contacts based on various criteria and create a single source of truth for customer data.

Option C is correct because Duplicate Matching Rules can be used to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Duplicate Matching Rules are rules that define how Salesforce identifies duplicate records based on standard or custom fields. They can prevent users from creating or updating duplicate contacts based on various criteria and actions.

Option B is incorrect because Third-party application or AppExchange tool is not an option that the Solution Architect can use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Third-party application or AppExchange tool is not a specific or native solution for this problem, but rather a general or external solution that may or may not work depending on the features and compatibility of the application or tool.

Option D is incorrect because Lightning Data Services is not an option that the Solution Architect can use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Lightning Data Services is a tool that enables developers to access, cache, and modify data in Lightning web components without using Apex code. It does not have any functionality to prevent or resolve duplicate contacts.

Reference:

[Get Started with B2C Solution Architect Cert Prep - Trailhead]

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Question: 26

A company wants to add Salesforce Order Management to their existing B2C Commerce, Service

Cloud, and Sales Cloud integration. Their current sales process lets sales reps build quotes, create orders, and process reduction orders for refunds as part of their sales channel workflow. Their B2C Commerce order objects also include multiple custom attributes that the merchant's current Order Management System uses to allocate orders to the correct distribution center for fulfillment.

When enabling Salesforce Order Management, what potential concerns will the merchant need to work through?

- A. Salesforce Order Management does not allow for fulfillment rules across multiple distribution centers without the use of an AppExchange package or custom Apex triggers.
- B. Reduction Orders and Order Management change orders conflict if both are enabled in the same Org and require the

use of Record Types and Apex Triggers or Validation Rules to avoid conflicts.

C. Custom attributes on B2C Commerce Orders are not natively supported for Salesforce Order Management integrations and require custom Apex development to handle

mapping.

D. Salesforce Order Management integrates natively with B2B Commerce when both products reside within the same Org but requires the use of a customizable B2C Commerce cartridge to import data from a B2C Commerce instance.

Answer: A

Explanation:

[A is correct because Salesforce Order Management does not have native support for multiple distribution centers and requires either an AppExchange package or custom Apex triggers to implement fulfillment rules based on custom attributes1.](#)

Question: 27

A company currently uses B2C Commerce and Service Cloud for one of its storefronts. They are now considering implementing the 'Order on Behalf of flow. Which consideration must a Solution Architect keep in mind while implementing the 'Order on Behalf of flow?

A. The Service Cloud Connector is not available for guests or anonymous storefront shoppers. Use

Order on Behalf with registered B2C Commerce customer accounts.

B. The Service Cloud Connector enables data synchronization through SOAP services using Service Cloud and B2C Commerce. REST services are not available for such data

synchronization needs.

C. The Service Cloud Connector does not require B2C Commerce to be registered as a remote site as long as the Service Cloud org and B2C Commerce realm are in the same

geographic region.

D. The Service Cloud Connector can work with any valid Service Cloud user. There is no specific need for an Integration User with administrative rights.

Answer: A

Explanation:

A is correct because the Service Cloud Connector only works with registered B2C Commerce customer accounts and does not support guests or anonymous storefront shoppers. The connector uses the customer ID to link the Service Cloud contact with the B2C Commerce customer profile.

B is incorrect because the Service Cloud Connector supports both SOAP and REST services for data synchronization between Service Cloud and B2C Commerce.

C is incorrect because the Service Cloud Connector requires B2C Commerce to be registered as a remote site in Service Cloud regardless of the geographic region. This is to allow outbound messages from Service Cloud to B2C Commerce.

D is incorrect because the Service Cloud Connector requires a dedicated Integration User with administrative rights in both Service Cloud and B2C Commerce. This user is used to authenticate and authorize the data synchronization between the two systems.

Reference:

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorOverview.html>

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorDataSynchronization.html>

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorSetup.html>

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorUserSetup.html>

Question: 28

Northern Trail Outfitters (NTO) wants to use Salesforce as a front end for creating accounts using the lead-to-opportunity process. When an opportunity is closed or won, an order must be created in the ERP, which manages orders. The organization has an Enterprise Service Bus (ESB) that supports the CometD protocol.

Which two integration approaches or steps should a Solution Architect recommend for this scenario?

Choose 2 answers

- A. Define a new platform event in Salesforce and then create a Process Builder process to publish a platform event when the opportunity status changes to Closed-Won.
- B. Enable ESB to publish to the platform event using the CometD protocol and notify the back-end ERP system to create the order synchronously.
- C. Define a new platform event in the back-end system for the order details and then create a Process Builder process to initiate the platform event when the opportunity status changes to Closed-Won.
- D. Enable ESB to subscribe to the platform event using the CometD protocol and notify the back-end ERP system to create the order asynchronously.

Answer: A, D

Explanation:

A is correct because defining a new platform event in Salesforce and publishing it with Process Builder when the opportunity status changes to Closed-Won is a valid way to trigger an integration with the ESB using the CometD protocol.

D is correct because enabling ESB to subscribe to the platform event using the CometD protocol and notifying the back-end ERP system to create the order asynchronously is a valid way to handle the integration with the ERP system using a publish-subscribe model.

B is incorrect because publishing to a platform event using the CometD protocol requires an Apex trigger, not a Process Builder process. Also, creating the order synchronously would not be advisable as it would introduce latency and dependency on the ERP system's availability.

C is incorrect because defining a new platform event in the back-end system for the order details would not be possible as platform events are Salesforce-specific objects that can only be defined within Salesforce.

Reference:

: https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_intro_emp.htm

: https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_subscribe.htm

: https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_publish_apex.htm

: https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_define.htm

Question: 29

A customer service team raised a new business requirement that requires a multi-cloud solution design between B2C Commerce, Service Cloud, and Marketing Cloud. A Solution Architect has been hired to lead the design of the multi-cloud solution.

Which two actions should the Solution Architect take to accurately capture requirements and deliver the solution overview?

Choose 2 answers

- A. Include functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function to ensure all requirements are captured.
- B. Conduct discovery workshops and upon completion present the solution back to the design authority or executive stakeholders to validate the solution.
- C. Conduct discovery workshops to create a user acceptance testing document and invite business owners, each cloud technical architect, and implementation development team.
- D. Include the customer service team so that they can provide detailed user stories prior to the discovery workshops.

Answer: AB

Explanation:

[A is correct because including functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function, is a best practice for capturing requirements and ensuring alignment across different stakeholders¹.](#)

B is correct because conducting discovery workshops and presenting the solution back to the design authority or executive stakeholders is a best practice for validating the solution and obtaining feedback and approval¹.

C is incorrect because conducting discovery workshops to create a user acceptance testing document is not the purpose of discovery workshops. User acceptance testing documents are created after the solution design is finalized and approved².

D is incorrect because including the customer service team to provide detailed user stories prior to the discovery workshops is not necessary. [User stories are created during the discovery workshops based on the business requirements and pain points identified by the stakeholders¹.](#)

Reference:

[1: https://trailhead.salesforce.com/content/learn/modules/om-salesforce-order-management/om-discovery-workshops](https://trailhead.salesforce.com/content/learn/modules/om-salesforce-order-management/om-discovery-workshops)

[2: https://trailhead.salesforce.com/content/learn/modules/om-salesforce-order-management/om-user-acceptance-testing](https://trailhead.salesforce.com/content/learn/modules/om-salesforce-order-management/om-user-acceptance-testing)

Question: 30

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and is seeking an order management solution. They process 2,000 orders per hour across their brands. The company has one B2C Commerce realm, two Salesforce core orgs, and two Marketing Cloud business units.

The company is choosing between these three options for an order management tool:

- Build an order management solution in B2C Commerce using order management APIs
- Purchase Salesforce Order Management
- Build a custom order management solution using their own development team

Which three statements should a Solution Architect use to support using the Salesforce Order Management solution?

Choose 3 answers

- A. Salesforce Order Management synchronizes orders to and from B2C Commerce, which essentially replaces the Service Cloud Connector.
- B. B2C Commerce order management does not support complex or advanced use cases.
- C. The existing Service Cloud implementation team could extend the Salesforce Order Management product to the existing org.
- D. Salesforce Order Management is a productized connector solution between B2C Commerce and Service Cloud; orders will be synchronized from the client B2C Commerce realm to multiple Salesforce Orgs without the need for customization.
- E. Salesforce Order Management shares the same database with Service Cloud while other solutions need to build additional integration.

Answer: B, C, E

Explanation:

[B is correct because B2C Commerce order management does not support complex or advanced use cases such as split shipments, backorders, partial cancellations, or returns](#)³. Salesforce Order Management provides these capabilities out of the box or with minimal customization.

C is correct because Salesforce Order Management can be installed as a managed package in an existing Service Cloud org, which means that the existing Service Cloud implementation team can leverage their existing skills and knowledge to extend the product to meet the business needs.

E is correct because Salesforce Order Management shares the same database with Service Cloud, which eliminates the need for additional integration between the two systems. Other solutions would require building custom integration to synchronize data between different databases.

A is incorrect because Salesforce Order Management does not replace the Service Cloud Connector, which is used to synchronize data between Service Cloud and B2C Commerce. Salesforce Order Management integrates with both Service Cloud and B2C Commerce using platform events and REST APIs.

D is incorrect because Salesforce Order Management does not support synchronizing orders from one B2C Commerce realm to multiple Salesforce orgs without customization. The standard integration assumes that there is a one-to-one relationship between a B2C Commerce realm and a Salesforce org.

Reference:

[3](#):

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementOverview.html>

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

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

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

: https://help.salesforce.com/s/articleView?id=sf.om_b2c_commerce_integration.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.om_b2c_commerce_integration_overview.htm&type=5

Question: 31

A university is considering using Experience Cloud so its students can interact with advisors who have Service Cloud licenses. The university would like to offer the easiest path for existing students to log in while still maintaining security.

They have an on-premises Active Directory identity provider and use Google Workspace (formerly known as G Suite) for student email addresses.

What should a Solution Architect recommend?

- A. Implement Social Sign On with OpenID Connect and Google Workspace as Auth Provider.
- B. Implement Active Directory and Salesforce Identity for SAML delegated Single Sign On.
- C. Implement Aloha template for students to access email with Salesforce Authenticator app.
- D. Implement OAuth 2.0 authentication protocol with Google Workspace as Service Provider.

Answer: A

Explanation:

[A is correct because implementing Social Sign On with OpenID Connect and Google Workspace as Auth Provider is a simple and secure way to allow existing students to log in to Experience Cloud using their Google Workspace credentials](#)¹. This also eliminates the need for creating and managing separate user accounts in Experience Cloud.

B is incorrect because implementing Active Directory and Salesforce Identity for SAML delegated Single Sign On would require the university to set up and maintain a SAML identity provider and configure it with Salesforce Identity. This would be more complex and costly than using Social Sign On with Google Workspace².

C is incorrect because implementing Aloha template for students to access email with Salesforce Authenticator app would not meet the requirement of using the existing Google Workspace email addresses. Aloha template is a pre-built template for Experience Cloud that provides email functionality, but it does not integrate with Google Workspace³. Salesforce Authenticator app is a mobile app that provides two-factor authentication, but it does not integrate with Google Workspace either.

D is incorrect because implementing OAuth 2.0 authentication protocol with Google Workspace as Service Provider would not meet the requirement of using the easiest path for existing students to log in. OAuth 2.0 is a protocol that allows users to authorize third-party applications to access their data, but it does not provide authentication or single sign on functionality.

Reference:

[1:](#)

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

[2:](#) https://help.salesforce.com/s/articleView?id=sf.identity_provider_saml.htm&type=5

[3:](#) https://help.salesforce.com/s/articleView?id=sf.networks_templates_aloha.htm&type=5

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

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

Question: 32

Northern Trail Outfitters (NTO) wants to bring data from across all parts of their Salesforce Customer Success Platform into the Marketing Cloud account. A Solution Architect recommends using Synchronized Data Sources in Contact Builder and Marketing Cloud Connect to integrate multiple business units in their account.

Which API does the Solution Architect need to use with Marketing Cloud Connect for this integration?

- A. Tooling API
- B. REST API
- C. SOAP API
- D. Streaming API

Answer: C

Explanation:

C is correct because Marketing Cloud Connect uses the SOAP API to integrate multiple business units in Marketing Cloud with Salesforce core orgs. The SOAP API enables data synchronization, triggered sends, journey builder integrations, and tracking data.

A is incorrect because the Tooling API is used to create and modify metadata in Salesforce core orgs, such as custom objects, fields, workflows, etc. It is not used for Marketing Cloud Connect integration.

B is incorrect because the REST API is used to access resources in Marketing Cloud, such as contacts, content, campaigns, etc. It is not used for Marketing Cloud Connect integration.

D is incorrect because the Streaming API is used to receive notifications of data changes in Salesforce core orgs, such as record updates, deletes, etc. It is not used for Marketing Cloud Connect integration.

Reference:

: <https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm>

: <https://developer.salesforce.com/docs/atlas.en->

us.api_tooling.meta/api_tooling/intro_api_tooling.htm

: <https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm>

: https://developer.salesforce.com/docs/atlas.en-us.api_streaming.meta/api_streaming/intro_stream.htm

Question: 33

Northern Trail Outfitters (NTO) is at the beginning of an implementation of B2C Commerce and is now discussing the communication flow. They are designing the flows between systems to send password resets via email when a new account is created in B2C Commerce or the email address is updated.

Considering NTO also uses Service Cloud and Marketing Cloud, which feature should a Solution Architect suggest to optimize the end-customer experience while also ensuring that tracking is visible to service agents?

- A. Service Cloud Email Service
- B. Marketing Cloud Journey Event
- C. Marketing Cloud Triggered Send
- D. Commerce Cloud Email Service

Answer: C

Explanation:

C is correct because Marketing Cloud Triggered Send is a feature that allows sending personalized emails based on events or actions in another system, such as B2C Commerce. Triggered Send can be used to send password reset emails when a new account is created or the email address is updated in B2C Commerce. Triggered Send also tracks email open and forward count in Marketing Cloud. To disable the coupon code after a single use, B2C Commerce can use coupon code restrictions based on redemption count.

A is incorrect because Service Cloud Email Service is a feature that allows receiving and processing inbound emails from customers in Service Cloud. It is not used to send password reset emails or track email open and forward count.

B is incorrect because Marketing Cloud Journey Event is a feature that allows triggering journeys based on events or actions in another system, such as B2C Commerce. Journey Event can be used to

send password reset emails, but it is more suitable for complex or multi-step customer interactions, such as welcome

series or re-engagement campaigns. Triggered Send is more efficient and simpler for single-step interactions, such as password reset.

D is incorrect because Commerce Cloud Email Service is a feature that allows sending transactional emails from B2C Commerce, such as order confirmation or shipping notification. It is not used to send password reset emails or track email open and forward count.

Reference:

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

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

https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/coupons/b2c_coupon_code_restrictions.html

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

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

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/EmailService.html>

Question: 34

A company wants to send a coupon code to VIP customers who have abandoned their cart. The company also wants to track email open and forward count, as well as disable the coupon code after a single use.

Which set of platforms and native services should a Solution Architect recommend to satisfy these requirements?

A. Service Cloud for customer segmentation; third-party service for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart

emails; Service Cloud to track email opens and forwards.

B. Marketing Cloud for customer segmentation; B2C Commerce for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart

emails; Marketing Cloud to track email opens and forwards.

C. B2C Commerce for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails;

Service Cloud to track email opens and forwards.

D. Marketing Cloud for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce to send abandoned cart emails; Tableau CRM to track email opens

and forwards.

Answer: B

Explanation:

B is correct because Marketing Cloud can be used for customer segmentation based on VIP status and cart abandonment behavior. B2C Commerce can be used for creation of coupon codes using promotion rules and coupon code restrictions. B2C Commerce and Marketing Cloud functionalities can be used to send abandoned cart emails using the Marketing Cloud Connector cartridge and the Abandoned Cart Journey template. Marketing Cloud can track email open and forward count using tracking metrics.

A is incorrect because Service Cloud is not used for customer segmentation or creation of coupon codes. Service Cloud is used for customer service and case management.

C is incorrect because B2C Commerce is not used for customer segmentation or creation of coupon codes. B2C Commerce is used for online shopping and order management.

D is incorrect because Tableau CRM is not used to track email open and forward count. Tableau CRM is used for data analysis and visualization.

Reference:

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

https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/coupons/b2c_creating_coupon_codes.html

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

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

Question: 35

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 collect.js through the storefront by using the Connector's reference implementation

Answer: A, D

Explanation:

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.

Reference:

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

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

Question: 36

A company is using both Service Cloud and B2C Commerce but they are not using Mulesoft or any other integration middleware and do not plan on adding that in the near future. However, there is a need to keep customer records in sync across both Service Cloud and B2C Commerce. When a change to the customer record in Service Cloud takes place, such as an updated customer name, the same customer record should be updated in B2C Commerce. Assume that there is a common ID that uniquely identifies the customer across the two systems.

How should a Solution Architect deliver the desired functionality?

- A. Send a platform event from Service Cloud and subscribe to the platform event in B2C Commerce using the built-in functionality
- B. Develop a custom solution in Service Cloud to consume and communicate with B2C Commerce APIs
- C. Send an Outbound Message from Service Cloud and catch and handle the Outbound Message using the B2C Commerce APIs
- D. Use change data capture to send a message from Service Cloud and catch and handle the message using B2C Commerce Service Cloud Connector

Answer: B

Explanation:

A custom solution in Service Cloud can use Apex or Lightning Web Components to call the B2C Commerce APIs and update the customer records in B2C Commerce. This option provides the most flexibility and control over the integration logic and error handling. Platform events, outbound messages, and change data capture are not supported by B2C Commerce out of the box, so they would require additional development or middleware to handle them. Reference:

https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_rest_code_sample_basic.htm

https://developer.salesforce.com/docs/component-library/documentation/en/lwc/lwc.data_wire_example

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/index.jsp?topic=%2Fcom.demandware.dochelp%2FOCAPI%2Fcurrent%2Fusage%2FRESTAPIs.html>

Question: 37

An organization uses B2C Commerce to capture order details but needs to process the order in an ERP system. They want B2C Commerce to send a message to the ERP system with the order details after they have been entered, then wait for the order to be processed, and then receive a reply from the ERP system with the order number and status.

Which integration pattern should a Solution Architect use to meet this requirement?

- A. Asynchronous Call-Out

- B. Request and Reply
- C. Batch Data Synchronization
- D. Publish / Subscribe

Answer: B

Explanation:

Request and reply is an integration pattern that allows a system to send a message to another system and wait for a response. This pattern is suitable for scenarios where the sender needs to receive an immediate confirmation or acknowledgment from the receiver. In this case, B2C Commerce needs to receive the order number and status from the ERP system after sending the order details. Reference:

<https://architect.salesforce.com/design/integration-patterns-and-practices/request-and-reply/>

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementOverview.html>

Question: 38

Northern Trail Outfitters (NTO) hosts a customer care portal using Service Cloud. The portal uses Marketing Cloud for customer interaction for a number of use cases, including customer sign-up and updates on toggled cases. NTO has decided that the connectors provided by Salesforce are not flexible enough for their needs, so they would like to explore a programmatic approach for doing so.

Which two considerations should a Solution Architect point out to NTO as it moves forward to integrate the Service Cloud portal with Marketing Cloud for customer interaction? Choose 2 answers

- A. NTO can use Marketing Cloud REST API for integrating with Service Cloud.
- B. The Marketing REST API calls are asynchronous, with timeout values of 120 for non-tracking operations and 300 seconds for tracking and data retrieve operations.
- C. The Marketing REST API uses XML request and response bodies and resource endpoints to support multi-channel use.
- D. NTO can use Marketing Cloud SOAP API for integrating with Service Cloud.

Answer: A, D

Explanation:

Marketing Cloud provides both REST and SOAP APIs for integrating with other systems, including Service Cloud. Both APIs can be used to perform various operations such as creating, updating, or deleting data objects, triggering messages, retrieving tracking data, and more. The REST API uses JSON request and response bodies, while the SOAP API uses XML request and response bodies. The choice of API depends on the use case, preference, and compatibility of the systems involved. Reference:

<https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm>

<https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-getting-started.meta/mc-getting-started/get-started-with-marketing-cloud-apis.htm>

Question: 39

A company actively uses CI/CO processes for their Service Cloud implementation and is adding Marketing Cloud and Marketing Cloud Connect to their architecture. Under the current setup each developer has their own developer sandbox for development. Developers merge their changes into a sandbox for QA regularly, then once every week changes are moved to staging, and from staging to production instances.

Which set up should a Solution Architect propose to support this development approach considering costs and data segregation?

- A. Set up one Marketing Cloud instance with a business unit for production and one business unit for testing that is connected to all Developer sandboxes
- B. Set up one Marketing Cloud instance for testing and one for production, where the testing instance is connected to the staging sandbox
- C. Set up one Marketing Cloud instance for each sandbox in Service Cloud
- D. Set up one Marketing Cloud instance for production and create a Marketing Cloud sandbox to connect to each of the Service Cloud sandboxes

Answer: D

Explanation:

A Marketing Cloud sandbox is a separate instance of Marketing Cloud that can be used for development, testing, and training purposes. A Marketing Cloud sandbox can be connected to a Service Cloud sandbox using Marketing Cloud Connect, which allows data synchronization and crosscloud functionality. This option supports the CI/CO processes and data segregation for each Service Cloud sandbox. The other options are either not feasible or not cost-effective.

Reference:

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

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

Question: 40

A company wants to Implement B2C Commerce and Service Cloud and connect the systems with their existing Instance of Marketing Cloud.

Which two tactics should a Solution Architect recommend to model a customer across all three systems? Choose 2 answers

- A. Migrate the Subscriber Key in Marketing Cloud to be the Service Cloud Contact or Person Account ID.
- B. Use Customer 360 Data Manager to assign the Global Party ID and use it as a primary key across all systems including the new Subscriber ID in Marketing Cloud.
- C. Using Service Cloud as a central point hold unique identifiers from all systems including the Service Cloud Contact or Person Account ID and B2C Commerce CustomerNo and Customer ID
- D. Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.

Answer: AC

Explanation:

Migrating the Subscriber Key in Marketing Cloud to be the Service Cloud Contact or Person Account ID allows for a consistent identification of customers across both systems. This also enables data synchronization and cross-cloud features via Marketing Cloud Connect. Using Service Cloud as a central point to hold unique identifiers from all systems, including B2C Commerce CustomerNo and Customer ID, allows for a single source of truth for customer data and facilitates data integration and reporting across systems. Customer 360 Data Manager is not yet available for B2C Commerce, so option B is not possible. Sending the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce

is not necessary if option A is implemented, so option D is not optimal. Reference:

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

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

<https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html>

Question: 41

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.

Answer: AB

Explanation:

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. Reference:

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: 42

A Marketing team plans to support the launch of a new product line. In discussion with the Sales and IT teams, the Marketing team proposed introducing a leads-management process, along with a web-to-lead form for the landing page that supports the product launch.

The leads captured using the form are added to the new nurturing journey in Marketing Cloud and subsequently routed to the relevant sales team once they qualify at a certain threshold.

What are two implications that a Solution Architect should consider prior to implementing this solution? Choose 2 answers

- A. Need for additional handling of consent, preferences, and compliance for converted leads in Marketing Cloud
- B. Engagement history from the lead record will be natively available for contact record in Marketing Cloud
- C. Leads are unique contact records in Marketing Cloud
- D. Leads can have detrimental impact on quality of contact records in Sales Cloud

Answer: A, D

Explanation:

Introducing a leads-management process and a web-to-lead form can have implications for consent, preferences, and compliance for converted leads in Marketing Cloud. For example, if a lead opts out of email communication in Sales Cloud, this preference should be reflected in Marketing Cloud as well. Similarly, if a lead is converted to a contact in Sales Cloud, the corresponding subscriber record in Marketing Cloud should be updated with the new ID and status. Leads can also have a detrimental impact on the quality of contact records in Sales Cloud if they are not properly deduplicated, validated, and enriched. For example, if a lead is created with an invalid or duplicate email address, this can affect the deliverability and personalization of email messages in Marketing Cloud. Reference:

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

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

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

Question: 43

A B2C Commerce merchant has multiple live sites across different brands and geographies all supported by Service Cloud and Marketing Cloud. Unfortunately, the merchant is having customer service challenges caused by fragmented views of the customer. Customers occasionally use alternate email addresses, make purchases as guests, and contact customer service anonymously. The Success Manager believes that Customer 360 Data Manager could help them solve their problem.

How should a Solution Architect describe the role of Customer 360 Data Manager in this context?

A. Customer 360 Data Manager can be used to recognize customers as humans and extend existing records related to that human across connected systems with a consistent

Global Party ID.

B. Customer 360 Data Manager can be used to identify multiple records within each separate system representing the same person and assigning them a consistent Global

Party ID; additional custom development is then required to relate those IDs between systems.

C. Customer 360 Data Manager cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different

accounts under separate brands.

D. When Customer 360 Data Manager is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed by Customer 360 Data Manager.

Answer: A

Explanation:

Customer 360 Data Manager is a platform service that enables companies to connect customer data across Salesforce apps and create a unified customer profile. It uses advanced matching algorithms to identify and link customer records from different systems based on common attributes such as name, email, phone, address, etc. It also assigns a consistent Global Party ID to each customer record, which serves as a unique identifier across systems. Customer 360 Data Manager can be used across multiple brands within a single merchant environment by creating separate data spaces for each brand. Option B is incorrect because Customer 360 Data Manager can relate the IDs between

systems without additional custom development. Option C is incorrect because Customer 360 Data Manager supports multiple brands within a single merchant environment. Option D is incorrect because B2C Commerce, Service Cloud, and Marketing Cloud do not automatically use a common core Customer Profile managed by Customer 360 Data Manager; they need to be connected and configured via Customer 360 Data Manager. Reference:

<https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html>

https://help.salesforce.com/s/articleView?id=sf.c360_overview.htm&type=5

Question: 44

A company is beginning a multi-cloud implementation involving B2C Commerce and Service Cloud. The company wants to trace configuration and code changes as much as possible and ensure basic standards for code quality.

Which three options should a Solution Architect recommend to help the company with this goal?

Choose 3 answers

- A. GIT Repository
- B. Static Code Analysis tools
- C. CI/CD Pipelines
- D. Smoke testing
- E. Salesforce DX

Answer: A, B, C

Explanation:

A GIT repository is a version control system that allows developers to track changes in code and collaborate on projects. A GIT repository can help with tracing configuration and code changes across different environments and branches. Static code analysis tools are software tools that analyze source code or compiled versions of code to find potential errors, bugs, vulnerabilities, or quality issues. Static code analysis tools can help with ensuring basic standards for code quality and security. CI/CD pipelines are automated workflows that enable developers to integrate code changes into a shared repository and deliver them to production environments with speed and reliability. CI/CD pipelines can help with testing, deploying, and monitoring configuration and code changes across different environments. Smoke testing is a type of software testing that verifies the basic functionality of an application or system after deployment. Smoke testing can help with ensuring the stability and performance of configuration and code changes, but it does not trace or enforce them. Salesforce DX is a set of tools and features that enable developers to build applications on the Salesforce Platform using an org development model or a package development model. Salesforce DX can help with managing configuration and code changes across different environments, but it is not specific to multi-cloud implementations.

Reference:

<https://git-scm.com/book/en/v2/Getting-Started-About-Version-Control>

<https://www.perforce.com/blog/qac/what-static-code-analysis>

<https://www.redhat.com/en/topics/devops/what-is-ci-cd>

<https://www.guru99.com/smoke-testing.html>

<https://developer.salesforce.com/platform/dx>

Question: 45

A company is in the process of defining the authoritative system for key data entities involved in B2C journeys. The company has about 200,000 customers, each averaging 30 orders per year.

Which two systems are considered an authoritative system for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email?

Choose 2 answers

- A. B2C Commerce
- B. Service Cloud
- C. Experience Cloud
- D. Marketing Cloud

Answer: B, D

Explanation:

Service Cloud and Marketing Cloud are considered authoritative systems for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email. Service Cloud is the system of record for customer service interactions and case management, and it can store customer consent and preferences for different channels and purposes. Marketing Cloud is the system of record for customer engagement and marketing campaigns, and it can store customer consent and preferences for email, SMS, push notifications, and other channels. B2C Commerce is not an authoritative system for consent and compliance preferences, as it does not store them natively. It can store some primary person attributes such as name, address, phone, and email, but they may not be the most up-to-date or accurate. Experience Cloud is not an authoritative system for consent and compliance preferences, as it relies on other systems to store them. It can store some primary person attributes such as name, email, and birthday, but they may not be the most up-to-date or accurate. Reference:

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

Question: 46

A company uses Service Cloud and B2C Commerce and now wants to enable the 'Order on Behalf of functionality on its storefront. The customers using the storefront are Person and Household accounts.

Which three design and architecture considerations should a Solution Architect follow to ensure that the 'Order on Behalf of functionality works well for all the designated storefront customers?

Choose 3 answers

- A. Verify that the permissions used are Login_On_Behalf, Login_Agent, and Create_Order_On_Behalf_Of business manager functional permissions.
- B. The Order on Behalf of feature in the Service to B2C Commerce Connector only supports person accounts as a customer model by default.
- C. Default user is required for anonymous storefront shoppers.
- D. The REST calls between B2C Commerce and Service Cloud do not count towards API governor limits.
- E. Verify that agents are Service Cloud and B2C Commerce users with Order on Behalf rights.

Answer: ABE

Explanation:

The Order on Behalf of functionality allows Service Cloud agents to create orders for customers on the B2C Commerce storefront. To enable this functionality, the following design and architecture considerations should be followed:

Verify that the permissions used are Login_On_Behalf, Login_Agent, and Create_Order_On_Behalf_Of business manager functional permissions. These permissions are required for the Service Cloud Connector user in B2C Commerce to perform the Order on Behalf of actions.

The Order on Behalf of feature in the Service to B2C Commerce Connector only supports person accounts as a customer model by default. If the customers using the storefront are household accounts, additional customization is required to map the household account ID to the B2C Commerce customer ID.

Verify that agents are Service Cloud and B2C Commerce users with Order on Behalf rights. Agents need to have both Service Cloud and B2C Commerce user accounts with the appropriate roles and permissions to access the Order on

Behalf of feature.

Option C is incorrect because a default user is not required for anonymous storefront shoppers. Option D is incorrect because the REST calls between B2C Commerce and Service Cloud do count towards API governor limits.

Reference:

https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of_permissions.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of_limitations.htm&type=5

Question: 47

Northern Trail Outfitters (NTO) wants to upgrade its customer service by providing the opportunity for customers to engage using social messaging channels such as Facebook, WhatsApp, and SMS to resolve issues and ask questions. They already use Marketing Cloud Mobile Connect and Social

Studio. Alongside these, the Solution Architect also recommends implementing Digital Engagement features in Service Cloud.

Which two reasons should a Solution Architect use to justify those recommendations?

Choose 2 answers

- A. Mobile Connect lacks integration with the service agent console without Digital Engagement
- B. Mobile Connect only supports outbound messaging in selected countries
- C. Social Studio does not support 1:1 messaging on the apps listed in the scenario
- D. Social Studio is limited to listening to social channel and not responding

Answer: AC

Explanation:

Digital Engagement is a set of features in Service Cloud that enables agents to communicate with customers using social messaging channels such as Facebook, WhatsApp, and SMS. To justify the recommendation of implementing Digital Engagement, a Solution Architect can use the following REASONS:

Mobile Connect lacks integration with the service agent console without Digital Engagement. Mobile Connect is a feature

in Marketing Cloud that allows sending and receiving SMS messages. However, without Digital Engagement, Mobile Connect messages cannot be handled by Service Cloud agents in the service console or omnichannel routing.

Social Studio does not support 1:1 messaging on the apps listed in the scenario. Social Studio is a feature in Marketing Cloud that allows listening and engaging with customers on social media platforms. However, Social Studio does not support direct messaging on Facebook or WhatsApp, which are popular social messaging channels.

Option B is incorrect because Mobile Connect supports outbound messaging in more than 200 countries. Option D is incorrect because Social Studio can respond to public posts or comments on social media platforms. Reference:

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

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

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

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

Question: 48

Northern Trail Outfitters (NTO) exported all the Account records from Salesforce and used a data transformation tool to clean up values in the phone field using a standardized format. The export file has more than 2 million records. During previous data loads for similar updates on the Account object, NTO did not experience any issues with row lock.

Which feature of Data Loader should be used to load this data back into Salesforce faster?

- A. REST API
- B. Bulk API Serial Mode
- C. SOAP API
- D. Bulk API

Answer: D

Explanation:

Bulk API is a feature of Data Loader that allows loading large amounts of data into Salesforce faster and more efficiently. Bulk API uses asynchronous processing to handle data in batches, which reduces network overhead and improves performance. Bulk API is suitable for loading data files with more than 20,000 records or larger than 10 MB. The export

file has more than 2 million records, so Bulk API should be used to load this data back into Salesforce faster. Reference:

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

https://developer.salesforce.com/docs/atlas.en-us.api_asynch.meta/api_asynch/asynch_api_intro.htm

Question: 49

A company wants to migrate their existing in-house order management solution to the Salesforce

Order Management product, which will trigger post-purchase transactional emails through Marketing Cloud. They are already using B2C Commerce, Service Cloud, and Marketing Cloud, as well as the B2C Commerce - Service Cloud Connector and Marketing Cloud Connect.

What are three actions that a Solution Architect must take when planning and deploying this solution? Choose 3 answers

- A. Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios.
- B. Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector.
- C. Integrate Salesforce Order Management to B2C Commerce for order history and user self service.
- D. Migrate subscriber keys in Marketing Cloud to a new Order Management customer identifier.
- E. Replace the Service Cloud Connector with an Order Management Connector for B2C Commerce.

Answer: ABC

Explanation:

Salesforce Order Management is a product that allows managing orders across different channels and systems. To migrate the existing in-house order management solution to the Salesforce Order Management product, the following actions should be taken:

Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios. Data extensions are tables that store data in Marketing Cloud, and triggered sends are email messages that are sent automatically based on an external event. Data extensions and triggered sends can be used to store order data and send order confirmation, shipment notification, or cancellation emails to customers.

Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector. The Service Cloud Connector is a cartridge that enables integration between B2C Commerce and Service Cloud. The Order Management Connector is a cartridge that enables integration between B2C Commerce and Salesforce Order Management. Some features of the Service Cloud Connector, such as order history or order cancellation, may conflict with the Order Management Connector, so they should be removed or disabled.

Integrate Salesforce Order Management to B2C Commerce for order history and user self service. This integration allows customers to view their order history and status, track their shipments, cancel

their orders, or initiate returns on the B2C Commerce storefront. This integration also allows agents to view and manage orders in Service Cloud.

Option D is incorrect because migrating subscriber keys in Marketing Cloud to a new Order Management customer identifier is not necessary or recommended. Option E is incorrect because replacing the Service Cloud Connector with an Order Management Connector for B2C Commerce is **not possible or advisable**. Reference:

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

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

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementOverview.html>

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementConnector.html>

Question: 50

A company is implementing a multi-locale solution that includes B2C Commerce, Service Cloud, and Marketing Cloud. Order confirmation emails are triggered from either B2C Commerce or Service Cloud and sent from Marketing Cloud.

What are two possible reasons why the shipping method name and description can be missing when these emails are triggered for languages other than US English, while other translated content appears correctly?

Choose 2 answers

- A. The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale.
- B. The subscriber in Marketing Cloud does not have a preferred locale set.
- C. The locale is not set correctly in the body of the email template.

D. The ShippingMethods data extension is missing the label and description field for the corresponding locale.

Answer: AD

Explanation:

The shipping method name and description can be missing when order confirmation emails are triggered for languages other than US English, while other translated content appears correctly, for the following possible reasons:

The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale. The shipping method name and description are stored as attributes in B2C Commerce or Service Cloud, and they need to be translated and localized for each supported locale. If the translation or localization is missing or incorrect, the order confirmation email may not display them properly.

The ShippingMethods data extension is missing the label and description field for the corresponding locale. The ShippingMethods data extension is a table in Marketing Cloud that stores the shipping method information for each locale. It has fields for label and description that need to match the values in B2C Commerce or Service Cloud. If the fields are missing or mismatched for a certain locale, the order confirmation email may not display them properly.

Option B is incorrect because the subscriber in Marketing Cloud does not need to have a preferred locale set. The locale can be determined by the order data or the storefront language. Option C is incorrect because the locale can be set correctly in the email template using AMPscript or SSJS variables. Reference:

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

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

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

Question: 51

Northern Trail Outfitters (NTO) wants to integrate its product information management (PIM) system with B2C Commerce so shopping experiences can be relevant, personalized, and seamless across channels. They need the ability to search for product deltas in the PIM system and reflect those changes in B2C Commerce on a scheduled basis. The Solution Architect recommends using MuleSoft Accelerator for B2C Commerce for this integration.

Which two benefits should the Solution Architect highlight about API-led connectivity while implementing the MuleSoft accelerator for B2C Commerce?

Choose 2 answers

A. It enables self-service and an increase in productivity through reusable microservices and APIs.

- B. It lets the business quickly integrate different systems without involving IT.
- C. It offers a template-driven approach for development.
- D. It enforces a distributed approach and allows for the creation of Experience APIs, Data APIs, and System APIs.

Answer: AD

Explanation:

API-led connectivity is a method of connecting data to applications through reusable and purposeful APIs. MuleSoft Accelerator for Salesforce B2C Commerce Cloud is a solution that uses API-led connectivity to integrate B2C Commerce with other systems such as PIM, ERP, or Service Cloud. The benefits of API-led connectivity while implementing the MuleSoft accelerator for B2C Commerce are:

It enables self-service and an increase in productivity through reusable microservices and APIs. API-led connectivity allows developers to create modular and reusable microservices and APIs that can be easily discovered, accessed, and composed by other developers or business users. This reduces duplication of effort, increases agility, and accelerates time to market.

It enforces a distributed approach and allows for the creation of Experience APIs, Data APIs, and System APIs. API-led connectivity follows a distributed approach that decouples data sources from data consumers, enabling greater scalability, flexibility, and security. It also allows for the creation of three layers of APIs: Experience APIs that tailor data to specific channels or devices, Data APIs that orchestrate data from multiple sources, and System APIs that connect to core systems of record.

Option B is incorrect because API-led connectivity does not let the business quickly integrate different systems without involving IT. It requires IT to design, build, and manage the APIs that enable integration. Option C is incorrect because API-led connectivity does not offer a template-driven approach for development. It offers a methodology and a framework for developing APIs based on best practices. Reference:

<https://www.mulesoft.com/resources/api/what-is-api-led-connectivity>

<https://www.mulesoft.com/exchange/org.mule.examples/mulesoft-accelerator-for-salesforce-b2c-commerce-cloud/>

Question: 52

A retail company currently uses B2C Commerce and Marketing Cloud to enable a seamless customer experience. They are evaluating tools to better support customer service activities like their call center for online ordering and social customer service.

Which two functionalities should a Solution Architect discuss with the company to explain the value of Service Cloud?
Choose 2 answers

- A. Ability to create a B2C storefront using Digital Experiences.
- B. Ability to de-duplicate and create a single customer identity.
- C. Ability to allow the agent to see purchase history to support case management
- D. Ability to have a customer leave a journey when they have an escalated case.

Answer: CD

Explanation:

Service Cloud is a product that allows managing customer service interactions across different channels and systems. To explain the value of Service Cloud to a retail company that currently uses B2C Commerce and Marketing Cloud, a Solution Architect can discuss the following functionalities:

Ability to allow the agent to see purchase history to support case management. Service Cloud can integrate with B2C Commerce to display customer order history and details in the service console or omnichannel routing. This allows agents to have a complete view of customer transactions and provide faster and more personalized service.

Ability to have a customer leave a journey when they have an escalated case. Service Cloud can integrate with Marketing Cloud to trigger customer journey changes based on case events. For example, if a customer has an escalated case, Service Cloud can send a signal to Marketing Cloud to pause or exit the customer from a marketing journey, and resume or re-enter the customer when the case is resolved.

Option A is incorrect because Service Cloud does not provide the ability to create a B2C storefront using Digital Experiences. Digital Experiences is a feature of Experience Cloud that allows creating branded websites and portals for customers, partners, or employees. Option B is incorrect because Service Cloud does not provide the ability to de-duplicate and create a single customer identity. This functionality can be achieved by using Customer 360 Data Manager or other data integration tools.

Reference:

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

https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of.htm&type=5

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

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

<https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html>

Question: 53

A company plans to build a new B2C Commerce storefront for a popular segment of products that generate high-volume sales. Their team is evaluating whether B2C Commerce is the right platform to build this storefront, and they are specifically concerned about how quotas and limits directly impact the efficiency and stability of solutions built on the platform.

Which two considerations should a Solution Architect keep in mind when considering B2C Commerce Governance and Quotas?

Choose 2 answers

- A. Object quotas status is updated with an up to 20-minute delay. Therefore, a Solution Architect must consider this delay when performing calculations related to traffic and limits.
- B. For sandbox instances, quotas can be softened by exporting them from a production instance and importing them onto a sandbox instance. This approach lets Solution Architects match the development environment to the production environment.
- C. Unless a site is experiencing performance issues, the Solution Architect can assume that quota violations have not occurred.
- D. If an enforced quota is exceeded, an exception is thrown, which prevents the current operation from completing. The Solution Architect should design the solution so that the exception can be caught within a customization.

Answer: A, D

Explanation:

B2C Commerce Governance and Quotas are a set of rules and limits that apply to B2C Commerce instances to ensure the efficiency and stability of solutions built on the platform. The following considerations should be kept in mind when considering B2C Commerce Governance and Quotas:

Object quotas status is updated with an up to 20-minute delay. Therefore, a Solution Architect must consider this delay when performing calculations related to traffic and limits. Object quotas are limits on the number of objects that can be created or stored in B2C Commerce, such as products, categories, customers, orders, etc. The object quotas status shows the current usage and remaining capacity of each object quota. However, the status is not updated in real time, but with an up to 20-minute delay. This means that the Solution Architect should account for this delay when estimating the traffic and limits for each object quota.

If an enforced quota is exceeded, an exception is thrown, which prevents the current operation from completing. The Solution Architect should design the solution so that the exception can be caught within a customization. Enforced quotas are quotas that are strictly enforced by B2C Commerce and cannot be exceeded or changed by customers. Examples of

enforced quotas are API calls per hour, script execution time, cache size, etc. If an enforced quota is exceeded, B2C Commerce throws an exception that stops the current operation from completing. This can result in errors or failures in the storefront or backend processes. The Solution Architect should design the solution so that the exception can be caught within a customization and handled gracefully.

Option B is incorrect because sandbox quotas cannot be softened by exporting them from a production instance and importing them onto a sandbox instance. Sandbox quotas are fixed and cannot be changed by customers. Option C is incorrect because the Solution Architect cannot assume that quota violations have not occurred unless a site is experiencing performance issues. Quota violations can occur without affecting the site performance, but they can still cause errors or failures in certain operations or processes. Reference:

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/Governance/GovernanceOverview.html>

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/Governance/ObjectQuotas.html>

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/Governance/EnforcedQuotas.html>

Question: 54

An organization wants to add Service Cloud to their existing Salesforce Org currently hosting Sales Cloud. They know that an integrated customer service experience is a key component of a successful

long-term relationship with their customers. After doing some research they learned that the Service Cloud connector can help start their implementation and they are now ready to proceed.

Which two functionality considerations should they be aware of when introducing the B2C Commerce to Service Cloud Connector into an existing Salesforce Org?

Choose 2 answers

- A. In order to implement the Service Cloud Connector it is necessary to enable Person Accounts, a change which cannot be reverted once implemented.
- B. The Service Cloud Connector is distributed as a managed package that can be extended to meet client-specific needs but with core functionality that cannot be altered.
- C. The Service Cloud Connector natively supports accounts and contacts, households, and multibrand customer models.
- D. The Service Cloud Connector provides a collection of Lightning and Visualforce components that display customer and

order information within Service Cloud, which needs to be customized and deployed by a developer.

Answer: AB

Explanation:

The B2C Commerce to Service Cloud Connector is a solution that enables integration between B2C Commerce and Service Cloud. It allows displaying customer and order information in Service Cloud, creating orders on behalf of customers, and synchronizing customer data between the two systems. When introducing the Service Cloud Connector into an existing Salesforce Org, the following functionality considerations should be aware of:

In order to implement the Service Cloud Connector it is necessary to enable Person Accounts, a change which cannot be reverted once implemented. Person Accounts are a type of account in Salesforce that combines an account and a contact into a single record. The Service Cloud Connector requires Person Accounts to store customer information from B2C Commerce. Enabling Person Accounts is an irreversible change that affects the entire Salesforce Org and may have implications for other features or customizations.

The Service Cloud Connector is distributed as a managed package that can be extended to meet client-specific needs but with core functionality that cannot be altered. A managed package is a collection of application components that can be installed from AppExchange or other sources. The Service Cloud Connector is a managed package that provides core functionality for integrating B2C

Commerce and Service Cloud. The core functionality cannot be modified or deleted, but it can be extended or customized using Apex code, Visualforce pages, or Lightning components.

Option C is incorrect because the Service Cloud Connector does not natively support accounts and contacts, households, and multi-brand customer models. It only supports person accounts as a customer model by default. Option D is incorrect because the Service Cloud Connector provides a collection of Lightning components that display customer and order information within Service Cloud, which do not need to be customized or deployed by a developer. Reference:

https://help.salesforce.com/s/articleView?id=sf.icx_b2c_overview.htm&type=5

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

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

Question: 55

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

Answer: A, C

Explanation:

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. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_overview_tokenized_sending1.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_co_tokenized_sending.htm&type=0

Question: 56

A company recently launched their ecommerce sites for three countries: Australia, New Zealand, and Singapore. The company is now looking to set up marketing automations using Marketing Cloud.

Their B2C Commerce is configured with two realms: ANZ and SE Asi

a. Each country has a site within their respective realm: Australia and New Zealand sites are within ANZ and Singapore is within SE Asia.

Which account hierarchy should a Solution Architect recommend for the Marketing Cloud set up?

- A. Use a separate Marketing Cloud tenant for each site
- B. Use a separate Marketing Cloud tenant for each realm and map business units to sites within each realm
- C. Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm
- D. Use a single Marketing cloud tenant and map business units to each realm

Answer: C

Explanation:

Marketing Cloud account hierarchy is the way of organizing Marketing Cloud accounts and business units to support different business needs and use cases. A Marketing Cloud tenant is a top-level account that contains one or more business units. A business unit is a sub-account that can have its own data, content, users, and permissions. To set up Marketing Cloud account hierarchy for a company that has ecommerce sites for three countries: Australia, New Zealand, and Singapore, a Solution Architect should recommend the following:

Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm. This option allows the company to have a centralized account that can manage all the sites across different countries and regions. It also allows the company to have separate business units for each site that can have their own data, content, users, and permissions. This way, the company can maintain consistency and compliance across all the sites, while also enabling personalization and segmentation for each site.

Option A is incorrect because using a separate Marketing Cloud tenant for each site is not necessary or advisable. It would create complexity and inefficiency in managing multiple accounts and duplicating data and content across them. It would also increase the cost and maintenance of the solution. Option B is incorrect because using a separate Marketing Cloud tenant for each realm and mapping business units to sites within each realm is not optimal or scalable. It would create inconsistency and fragmentation between the realms and limit the ability to share data and content across them. It would also increase the cost and maintenance of the solution. Option D is incorrect because using a single Marketing Cloud tenant and mapping business units to each realm is not sufficient or flexible. It would not allow the company to

have separate data, content, users, and permissions for each site within a realm. It would also limit the ability to personalize and segment for each site. Reference:

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

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

Question: 57

A company needs to have specific fields encrypted in the user interface on the contact record in Service Cloud as well as on some fields in data extensions that exist only in the Marketing Cloud. The merchant believes that Salesforce Shield Encryption is a suitable solution.

Which two considerations are relevant for the merchant when determining an appropriate solution?

Choose 2 answers

- A. With Shield, encrypted fields are not visible to the user, but there are no other feature impacts.
- B. With Shield, encrypted fields cannot be used to filter or sort in Process Builder and Flow Builder.
- C. Field-Level Encryption is also required on Marketing Cloud to encrypt the custom fields.
- D. Shield encryption can be done on any standard or custom field on all field types, but cannot be set to encrypt those fields in Marketing Cloud.

Answer: B, D

Explanation:

Salesforce Shield Encryption is a feature that allows encrypting sensitive data at rest in Salesforce without compromising functionality or performance. Shield Encryption uses probabilistic encryption to protect data while preserving its format and length. Field-Level Encryption is a feature in Marketing Cloud that allows encrypting sensitive data at rest in Marketing Cloud using customermanaged keys. Field-Level Encryption uses deterministic encryption to protect data while preserving its format and length. When determining an appropriate solution for encrypting specific fields in Service Cloud as well as in data extensions in Marketing Cloud, the following considerations are relevant:

With Shield, encrypted fields cannot be used to filter or sort in Process Builder and Flow Builder. Process Builder and Flow Builder are tools in Salesforce that allow creating automated workflows and processes based on certain criteria or conditions. However, Shield Encryption does not support filtering or sorting on encrypted fields in these tools, because probabilistic encryption does not allow exact matching or comparison of values.

Shield encryption can be done on any standard or custom field on all field types, but cannot be set to

encrypt those fields in Marketing Cloud. Shield Encryption supports encrypting any standard or custom field on any field type in Salesforce, such as text, email, phone, date, etc. However, Shield Encryption does not apply to Marketing Cloud fields or data extensions, because they are stored in a separate database from Salesforce. To encrypt fields in Marketing Cloud, Field-Level Encryption must be used.

Option A is incorrect because with Shield, encrypted fields are visible to the user if they have the View Encrypted Data permission, but there are other feature impacts such as filtering, sorting, searching, etc. Option C is incorrect because Field-Level Encryption is not required on Marketing Cloud to encrypt the custom fields if they are already encrypted by Shield Encryption in Service Cloud. However, Field-Level Encryption can be used on Marketing Cloud if additional encryption or customer-managed keys are needed. Reference:

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

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

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

Question: 58

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 .css 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 .css file from the organization's web server and upload it to the self-service portal.

Answer: A

Explanation:

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. Reference:

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

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

Question: 59

Northern Trail Outfitters (NTO) has an ERP application where all customer orders are stored. There are millions of older records stored in the ERP application and some customers may have thousands of individual orders. Additionally, some orders contain personally identifiable information (PII) that, due to company policy, can only be stored in ERP. NTO would like the five most recent orders displayed on the account page in Salesforce.

What are three justifications for using Salesforce Connect in this solution?

Choose 3 answers

- A. Accessing external data using workflows and triggers
- B. Need access to all external data in near real-time
- C. Integrating external data without writing custom code
- D. The external data is changing frequently
- E. Need real-time access to a small fraction of external data

Answer: BDE

Explanation:

Salesforce Connect is a feature that allows accessing and integrating external data from various sources without copying or storing it in Salesforce. Salesforce Connect uses external objects and external data sources to create a virtual data model that can be used in Salesforce applications and tools. The justifications for using Salesforce Connect in this solution are:

Need access to all external data in near real-time. Salesforce Connect allows accessing external data from ERP or other systems in near real-time, without any delays or synchronization issues. This ensures that the data is always up-to-date and consistent across systems.

The external data is changing frequently. Salesforce Connect allows reflecting any changes or updates made to the external data in ERP or other systems immediately in Salesforce, without requiring any manual intervention or batch processes. This ensures that the data is always accurate and reliable across systems.

Need real-time access to a small fraction of external data. Salesforce Connect allows accessing only a small fraction of external data that is relevant and needed for a specific use case, such as displaying customer order history or details. This reduces network overhead and improves performance.

Option A is incorrect because accessing external data using workflows and triggers is not possible or supported with Salesforce Connect. Option C is incorrect because integrating external data without writing custom code is not a justification for using Salesforce Connect, as it may require some custom code or configuration depending on the data source and use case. Reference:

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

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

Question: 60

A merchant using B2C Commerce and Service Cloud has a requirement for service agents to order products on behalf of shoppers. In the envisioned scenario, a shopper contacts the service center with an order request, the agent uses the Service Console to find the shopper's account, and initiate an order on behalf of the shopper using payment information provided by the shopper. The merchant is considering the B2C Commerce - Service Cloud Connector for this implementation.

Which three considerations should a Solution Architect keep in mind prior to implementation? Choose 3 answers

- A. Guests or anonymous storefront shoppers are not supported in this scenario.
- B. B2C Commerce needs to be registered as a remote site.
- C. Service agents need a corresponding storefront login mapped to their Service Cloud user record.

D. The Service Cloud Connector only supports Person Accounts as a customer model.

E. The Service Cloud Connector only supports contacts as a customer model.

Answer: A, C, D

Explanation:

The B2C Commerce - Service Cloud Connector is a solution that enables integration between B2C Commerce and Service Cloud. It allows displaying customer and order information in Service Cloud, creating orders on behalf of customers, and synchronizing customer data between the two systems. Prior to implementation, a Solution Architect should keep in mind the following considerations:

Guests or anonymous storefront shoppers are not supported in this scenario. The Service Cloud Connector requires a customer account to be created in B2C Commerce and Service Cloud for each shopper. Guests or anonymous shoppers who do not have an account cannot be supported by the Service Cloud Connector. Therefore, the Solution Architect should ensure that the B2C Commerce storefront requires or encourages shoppers to create an account before placing an order.

Service agents need a corresponding storefront login mapped to their Service Cloud user record. The Service Cloud Connector requires a mapping between the service agent's user record in Service Cloud and the customer's account record in B2C Commerce. This mapping allows the service agent to access customer and order information from B2C Commerce and create orders on behalf of the customer using the storefront login. Therefore, the Solution Architect should ensure that the service

agent's user record has a field that stores the corresponding storefront login of the customer.

The Service Cloud Connector only supports Person Accounts as a customer model. Person Accounts are a type of account in Salesforce that combines an account and a contact into a single record. The Service Cloud Connector requires Person Accounts to store customer information from B2C Commerce. Therefore, the Solution Architect should ensure that Person Accounts are enabled and configured in Service Cloud before implementing the Service Cloud Connector.

Option B is incorrect because B2C Commerce does not need to be registered as a remote site for the Service Cloud Connector to work. A remote site is a web service or domain that Salesforce can access from Apex code or Visualforce pages. The Service Cloud Connector does not use Apex code or Visualforce pages to access B2C Commerce, but rather uses REST APIs and OAuth 2.0 authentication. Reference:

https://help.salesforce.com/s/articleView?id=sf.icx_b2c_overview.htm&type=5

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

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

Question: 61

A company is in the process of defining the right systems to deliver key capabilities for its B2C business. The company has about 2 million customers, each placing an average of 100 orders each year through its existing B2C Commerce platform. 7

The company needs a system that can;

*Deliver a full list of all customer orders throughout their engagement lifetime

* Provide lifetime engagement tracking and history of the customer

* Calculate the lifetime value of customers based on their orders

Which three systems should a Solution Architect recommend to meet the company's requirements?

Choose 3 answers

A. Sales Cloud

B. Service Cloud

C. Heroki

- D. Materials Written
- E. Marketing Cloud
- F. Salesforce Order Management

Answer: AEF

Explanation:

A system is a software application or platform that provides specific functionality or capabilities for a business. A system can be either internal or external to Salesforce, depending on where it is hosted and how it is accessed. To deliver key capabilities for its B2C business, a company should use the following systems:

Sales Cloud: Sales Cloud is a product that allows managing sales processes and activities across different channels and devices. Sales Cloud can help the company to deliver a full list of all customer orders throughout their engagement lifetime, by integrating with B2C Commerce and other systems to capture and display order information on customer records.

Marketing Cloud: Marketing Cloud is a product that allows creating and delivering personalized marketing campaigns across different channels and devices. Marketing Cloud can help the company to provide lifetime engagement tracking and history of the customer, by integrating with B2C Commerce and other systems to collect and analyze customer behavior and interactions across touchpoints.

Salesforce Order Management: Salesforce Order Management is a product that allows managing and fulfilling orders across different channels and systems. Salesforce Order Management can help the company to calculate the lifetime value of customers based on their orders, by integrating with B2C Commerce and other systems to aggregate and report on order revenue and profitability.

Option B is incorrect because Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. Option C is incorrect because Heroku is a platform that allows building, running, and scaling custom web applications using various languages and frameworks. Heroku does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. Option D is incorrect because Materials Written is not a system, but rather a term that refers to written documents or content that are used for communication or education purposes. Materials Written does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. Reference:

<https://www.salesforce.com/products/sales-cloud/overview/>

<https://www.salesforce.com/products/marketing-cloud/overview/>

<https://www.salesforce.com/products/commerce-cloud/ecommerce/order-management/>

Question: 62

Northern Trail Outfitters (NTO) is implementing B2C Commerce and Service Cloud as part of an IT transformation project focused on improving the customer experience across all channels. As part of the Service Cloud implementation, there will also be a service portal implemented using Experience Cloud so that customers can better self-serve for the most common use cases. NTO customers are also heavily engaged on social services, so anything that can help them use their existing social accounts to log in will be essential to a great customer experience.

Which two things should a Solution Architect recommend to cover NTOs identity needs?

Choose 2 answers

- A. Define a user registration handler to support user provisioning and authentication via social services like Google and Facebook.
- B. Leverage Salesforce Identity as the identity provider to centralize authentication for both Experience Cloud and B2C Commerce in one place.
- C. Leverage B2C Commerce as the identity provider for both Storefront and the Service Portal.
- D. Use Salesforce CDP, which automatically syncs profiles and authentication information across systems.

Answer: AB

Explanation:

Identity is a feature that allows managing user authentication and access across different applications and systems. Identity can be either internal or external to Salesforce, depending on where the user credentials are stored and verified. To cover NTOs identity needs, a Solution Architect should recommend the following:

Define a user registration handler to support user provisioning and authentication via social services

like Google and Facebook. A user registration handler is a class in Apex code that defines the logic for creating and updating user accounts based on information from an external identity provider. A user registration handler can support user provisioning and authentication via social services like Google and Facebook, by using OAuth 2.0 protocols and OpenID Connect standards to exchange user information and tokens between Salesforce and the social services.

Leverage Salesforce Identity as the identity provider to centralize authentication for both Experience Cloud and B2C Commerce in one place. Salesforce Identity is a product that allows using Salesforce as an identity provider for other applications and systems. Salesforce Identity can centralize authentication for both Experience Cloud and B2C Commerce in one place, by using single sign-on (SSO) protocols and standards to enable users to log in to both applications with the same credentials.

Option C is incorrect because leveraging B2C Commerce as the identity provider for both Storefront and the Service Portal is not possible or advisable. B2C Commerce does not support acting as an identity provider for other applications or systems, as it does not support SSO protocols or standards. Option D is incorrect because using Salesforce CDP, which automatically syncs profiles and authentication information across systems, is not a valid or available option. Salesforce CDP is a product that allows creating unified customer profiles from various data sources, but it does not sync or manage authentication information across systems. Reference:

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

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

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

https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_interface_Auth_RegistrationHandler.htm

Question: 63

A customer is using B2C Commerce, Marketing Cloud, Service Cloud, and Experience Cloud. They would like to leverage Salesforce CMS to create common content that can be leveraged across customer touchpoints.

Which two products can leverage Salesforce content without custom integration?

Choose 2 answers

- A. Experience Cloud
- B. B2C Commerce
- C. Marketing Cloud
- D. Service Cloud

Answer: A, B

Explanation:

Salesforce CMS is a product that allows creating, managing, and delivering content across different channels and devices. Salesforce CMS can create common content that can be leveraged across customer touchpoints, such as websites, portals, apps, etc. The products that can leverage Salesforce content without custom integration are:

Experience Cloud: Experience Cloud is a product that allows creating branded websites and portals for customers,

partners, or employees. Experience Cloud can leverage Salesforce content without custom integration, by using CMS Connect or CMS Collections to display content from Salesforce CMS on Experience Cloud pages.

B2C Commerce: B2C Commerce is a product that allows creating ecommerce websites and storefronts for online shopping. B2C Commerce can leverage Salesforce content without custom integration, by using CMS Connect or CMS Collections to display content from Salesforce CMS on B2C Commerce pages.

Option C is incorrect because Marketing Cloud is a product that allows creating and delivering personalized marketing campaigns across different channels and devices. Marketing Cloud cannot leverage Salesforce content without custom integration, as it requires using APIs or custom code to access content from Salesforce CMS. Option D is incorrect because Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud cannot leverage Salesforce content without custom integration, as it requires using APIs or custom code to access content from Salesforce CMS. Reference:

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

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

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

Question: 64

A US-based pet superstore wants to build a stronger relationship with their customers by offering an omnichannel, seamless experience at each customer interaction. Currently, they have over 1,500 stores, and numerous pet websites, services, and applications that are siloed, which is a major functional pain point. Recently, they purchased Service Cloud and B2C Commerce and want to integrate their systems as part of their digital transformation.

Which design and approach should a Solution Architect recommend for a robust and scalable multicloud integration?

- A. Implement an integration solution using an outbound messaging design pattern and Salesforce Connect as the integration approach, to connect the multiple clouds and on-premises applications.
- B. Implement a custom integration solution using lightweight middleware tools like Jitterbit or Talend.
- C. Build an application network by adopting an API-led connectivity approach that packages underlying connectivity and orchestration services as easily discoverable and reusable API building blocks.
- D. Build multiple point-to-point application integrations connecting the multi-cloud and on-premises applications using SOA (Service-Oriented Architecture) and SOAP web services.

Answer: C

Explanation:

A multi-cloud integration is a solution that allows connecting and integrating data and applications across different cloud platforms and systems. A multi-cloud integration can provide various benefits, such as scalability, flexibility, resilience, and innovation. To design and implement a robust and scalable multi-cloud integration, a Solution Architect should recommend the following:

Build an application network by adopting an API-led connectivity approach that packages underlying connectivity and orchestration services as easily discoverable and reusable API building blocks. An application network is a way of organizing applications, data, and devices into a network of reusable services that can be composed and recomposed to meet changing business needs. An API-led connectivity approach is a methodical way to connect data and applications through reusable and purposeful APIs that are developed to play a specific role: unlocking data from systems, composing data into processes, or delivering an experience. By building an application network using an API-led connectivity approach, the Solution Architect can enable a composable, connected, and automated solution that can leverage the capabilities of different cloud platforms and systems in a flexible and agile way.

Option A is incorrect because implementing an integration solution using an outbound messaging design pattern and Salesforce Connect as the integration approach is not suitable or scalable for a multi-cloud integration. An outbound messaging design pattern is a way of sending notifications from Salesforce to external systems when a record is created or updated. Salesforce Connect is a feature that allows accessing and integrating external data from various sources without copying or storing it in Salesforce. These approaches are limited in functionality, performance, security, and reliability for a complex multi-cloud integration scenario. Option B is incorrect because implementing a custom integration solution using lightweight middleware tools like Jitterbit or Talend is not optimal or sustainable for a multi-cloud integration. Lightweight middleware tools are software applications that provide basic integration capabilities, such as data transformation, routing, orchestration, etc. However, these tools are not designed for building an application network or supporting an API-led connectivity approach. They also require custom code or configuration that can increase the cost and complexity of the solution. Option D is incorrect because building multiple point-to-point application integrations connecting the multi-cloud and on-premises applications using SOA (Service-Oriented Architecture) and SOAP web services is not advisable or scalable for a multi-cloud integration. Point-to-point integrations are direct connections between two applications or systems that are tightly coupled and hard to maintain. SOA is an architectural style that organizes applications into loosely coupled services that communicate through standardized interfaces. SOAP web services are protocols that allow exchanging structured data between applications using XML messages. However, these approaches are outdated and inefficient for a modern multi-cloud integration scenario. They also create complexity and fragility in the solution. Reference:

<https://www.mulesoft.com/resources/api/what-is-api-led-connectivity>

<https://www.mulesoft.com/resources/api/what-is-an-application-network>

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

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

Question: 65

An organization has separate support teams that work with customers based on their tier level. Tier levels are based on

the amount of money a customer spends. The organization wants incoming support cases to automatically be routed to the correct team based on their tier level.

Which two options should a Solution Architect configure to accomplish this?

Choose 2 answers

A. Assignment Rules

- B. Queues
- C. Support Processes
- D. Auto Response Rules

Answer: A, B

Explanation:

A support case is a record that tracks a customer’s question, problem, feedback, or request for service. A support case can be created manually by a user or automatically by an email, web form, chat, etc. A support case can be assigned to a user or a queue for further action or resolution. To automatically route incoming support cases to the correct team based on their tier level, a Solution Architect should configure the following:

Assignment Rules: Assignment rules are rules that define how to assign cases to users or queues based on certain criteria or conditions. Assignment rules can help automate the case assignment process and ensure that cases are routed to the right people or teams based on their skills, availability, workload, etc.

Queues: Queues are lists of records that need to be worked on by multiple users or teams. Queues can help organize and prioritize workloads and distribute cases among users or teams based on their capacity or expertise.

Option C is incorrect because support processes are processes that define the stages or statuses that a case goes through from creation to closure. Support processes do not affect how cases are assigned to users or queues based on tier level.

Option D is incorrect because auto response rules are rules that define how to send automatic email responses to customers when cases are created or updated based on certain criteria or conditions. Auto response rules do not affect how cases are assigned to users or queues based on tier level. Reference:

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

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

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

Question: 66

A company wants to implement an abandoned cart solution for their ecommerce storefront in Marketing Cloud. The use case is when a customer visits their ecommerce website and adds an item to their shopping cart but does not complete the purchase. After an hour has

passed from abandonment, an email containing the item that was in the shopping cart will be sent to the customer to remind them of their incomplete purchase.

What process should a Solution Architect follow to set up the solution?

- A. Export the purchase data from B2C Commerce, import the data into Marketing Cloud, and create an email in Content Builder.
- B. Set up Marketing Cloud Connector, create an email in Marketing Cloud, and create a send trigger.
- C. Implement collect.js in the ecommerce storefront, create a behavioral trigger, create an email in Marketing Cloud, and create a journey.
- D. Set up Einstein Recommendations, set up Marketing Cloud Connector, and create an email in Marketing Cloud.

Answer: C

Explanation:

An abandoned cart solution is a solution that allows sending personalized and timely email reminders to customers who have added items to their shopping cart but have not completed the purchase. An abandoned cart solution can help increase conversion rates, revenue, and customer loyalty. To implement an abandoned cart solution for their ecommerce storefront in Marketing Cloud, a Solution Architect should follow the following process:

Implement collect.js in the ecommerce storefront. Collect.js is a JavaScript code that allows tracking customer behavior and interactions on the ecommerce website, such as browsing products, adding items to cart, etc. Collect.js sends this behavioral data to Marketing Cloud for further analysis and action.

Create a behavioral trigger. A behavioral trigger is a rule that defines how to map behavioral data to a target data extension when a customer takes a particular action, such as abandoning a cart or browser session. A behavioral trigger can help automate the data flow and segmentation process based on customer behavior.

Create an email in Marketing Cloud. An email is a message that contains text, images, links, and

other content that can be sent to customers via email. An email can be created using Content Builder, a tool that allows designing and managing email content in Marketing Cloud.

Create a journey. A journey is a sequence of messages and actions that are triggered by customer events or attributes. A journey can be created using Journey Builder, a tool that allows designing and managing customer journeys in Marketing Cloud.

Option A is incorrect because exporting the purchase data from B2C Commerce, importing the data into Marketing Cloud, and creating an email in Content Builder is not a sufficient or efficient process for implementing an abandoned cart

solution. This process does not involve creating a behavioral trigger or a journey, which are essential for sending timely and personalized email reminders based on customer behavior. Option B is incorrect because setting up Marketing Cloud Connector, creating an email in Marketing Cloud, and creating a send trigger is not a suitable or scalable process for implementing an abandoned cart solution. Marketing Cloud Connector is a feature that allows integrating Marketing Cloud with other Salesforce products, such as Sales Cloud or Service Cloud. It is not necessary or relevant for integrating Marketing Cloud with B2C Commerce. A send trigger is a rule that defines how to send an email to customers based on certain criteria or conditions. However, a send trigger does not capture or leverage the behavioral data collected by collect.js, which is crucial for creating an effective abandoned cart solution. Option D is incorrect because setting up Einstein Recommendations, setting up Marketing Cloud Connector, and creating an email in Marketing Cloud is not a relevant or optimal process for implementing an abandoned cart solution. Einstein Recommendations is a feature that allows generating personalized product recommendations based on customer behavior and preferences. It is not directly related to creating an abandoned cart solution, although it can be used to enhance the email content with relevant recommendations. As mentioned before, Marketing Cloud Connector is not necessary or relevant for integrating Marketing Cloud with B2C Commerce. This process also does not involve creating a behavioral trigger or a journey, which are essential for sending timely and personalized email reminders based on customer behavior. Reference:

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

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

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

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

Question: 67

A company currently provides service to its customers using a call center and spreadsheets. Because of the lack of systems, there is no ability to track how successful agents are. In addition, the ordering system cannot be easily accessed by service agents, costing valuable time and hurting customer

satisfaction.

What should a Solution Architect say to convince the company to shift to a connected B2C Solution approach?

- A. Agents will have easy access to customer data to provide a better service experience when customers call in.
- B. Agents will have a better interface using Service Cloud and B2C Commerce with Heroku.
- C. Agents can utilize SSO to launch an 'Order on Behalf of' storefront experience within the B2C Commerce UI.
- D. Agents' success rates will be better measured after helping the company define ROI KPIs together.

Answer: A

Explanation:

A connected B2C Solution approach is an approach that allows integrating B2C Commerce and Service Cloud to provide a seamless and omnichannel experience for customers across different touchpoints. A connected B2C Solution approach can provide various benefits, such as increased customer satisfaction, loyalty, retention, and revenue. To convince the company to shift to a connected B2C Solution approach, a Solution Architect should say the following:

Agents will have easy access to customer data to provide a better service experience when customers call in. By integrating B2C Commerce and Service Cloud using features such as Service Cloud Connector or Salesforce Order Management, agents will be able to access customer and order information from B2C Commerce directly in Service Console without switching between multiple systems. This will enable agents to answer customer questions more quickly and accurately, resolve issues more efficiently, and offer personalized recommendations or solutions.

Option B is incorrect because agents will not have a better interface using Service Cloud and B2C Commerce with Heroku. Heroku is a platform that allows building, running, and scaling custom web applications using various languages and frameworks. Heroku is not directly related to creating a connected B2C Solution approach, although it can be used to extend or customize the functionality of B2C Commerce or Service Cloud. Option C is incorrect because agents cannot utilize SSO to launch an 'Order on Behalf of' storefront experience within the B2C Commerce UI. SSO is a feature that allows users to log in to multiple applications or systems with the same credentials. SSO does not enable launching an 'Order on Behalf of' storefront experience within the B2C Commerce UI, which is a feature that allows agents to create orders on behalf of customers using the storefront login. To

enable this feature, the company needs to use Service Cloud Connector or Salesforce Order Management to integrate B2C Commerce and Service Cloud. Option D is incorrect because agents' success rates will not be better measured after helping the company define ROI KPIs together. Although this is a possible benefit of shifting to a connected B2C Solution approach, it is not the most convincing or compelling one for the company's situation. The company's main pain point is the lack of systems and access to customer and order data, which affects their service quality and customer satisfaction. Therefore, the most convincing argument for shifting to a connected B2C Solution approach is how it can improve the service experience for both agents and customers by providing easy access to customer data. Reference:

https://help.salesforce.com/s/articleView?id=sf.icx_b2c_overview.htm&type=5

<https://www.salesforce.com/products/commerce-cloud/ecommerce/order-management/>

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

Question: 68

A company is planning a promotion during the holiday season and will include retail stores as an inventory source exposed only on their commerce storefront. However, they are concerned about the risk of overselling due to a heavily marketed pre-holiday product launch.

In which three ways should a Solution Architect define an architectural solution to both mitigate the risk of overselling and allow for a positive customer service experience in the event inventory falls short?

Choose 3 answers

- A. Use Service Cloud to text all registered customers when any product comes back in stock.
- B. Call real-time inventory services directly throughout the product grid and checkout experience to ensure accurate inventory count for every available SKU is displayed to the shopper.
- C. Use Order Management capabilities to support the redirection of orders placed to warehouses or stores showing Inventory for all, or most, of the SKU-level products in the order.
- D. Use both B2C Commerce and Marketing Cloud to offer email notifications for products that are back in stock.
- E. Call real-time inventory services on product and cart pages to confirm that inventory has not changed.

Answer: B, C, E

Explanation:

A real-time inventory service is a service that allows accessing and displaying the current inventory levels of products or SKUs across different locations or sources, such as warehouses or stores. A realtime inventory service can help provide accurate and consistent inventory information to customers and staff, avoid overselling or underselling products, and optimize order fulfillment and delivery processes. To define an architectural solution that both mitigates the risk of overselling and allows for a positive customer service experience in the event inventory falls short, a Solution Architect should include the following ways:

Call real-time inventory services directly throughout the product grid and checkout experience to ensure accurate inventory count for every available SKU is displayed to the shopper. By calling realtime inventory services directly throughout the product grid and checkout experience, the Solution Architect can provide up-to-date and reliable inventory information to shoppers on every page where they can view or select products or SKUs. This can help prevent shoppers from adding out-ofstock items to their cart or placing orders that cannot be fulfilled.

Use Order Management capabilities to support the redirection of orders placed to warehouses or stores showing inventory for all, or most, of the SKU-level products in the order. By using Order Management capabilities, such as Salesforce Order Management or B2C Commerce Order Management, the Solution Architect can support the redirection of orders placed to different locations or sources based on their inventory availability and other factors, such as cost, speed, or sustainability. This can help optimize order fulfillment and delivery processes, reduce shipping costs and delays, and increase customer satisfaction.

Call real-time inventory services on product and cart pages to confirm that inventory has not changed. By calling real-time inventory services on product and cart pages, the Solution Architect can confirm that inventory has not changed since the last page load or refresh. This can help detect any discrepancies or conflicts between the displayed inventory information and the actual inventory levels, such as when another shopper has purchased the same item in the meantime. This can help avoid overselling products or disappointing customers with inaccurate inventory information.

Option A is incorrect because using Service Cloud to text all registered customers when any product comes back in stock is not a way to mitigate the risk of overselling or allow for a positive customer service experience in the event inventory falls short. Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud does not provide any functionality or capability related to real-time inventory services or order management. Option D

is incorrect because using both B2C Commerce and Marketing Cloud to offer email notifications for products that are back in stock is not a way to mitigate the risk of overselling

Question: 69

A nonprofit organization uses Experience Cloud for members who would like to set up recurring donations. They integrate with an external payment gateway and want to make sure to offer the utmost security for their members. They also use Pardot for personalized communications, to ensure members have access to the most meaningful content and messages related to their donation history.

Which three options can a Solution Architect recommend to increase security for their existing users?

Choose 3 answers

- A. Implement high-assurance requirements for Experience Cloud profiles.
- B. Add a login flow that defines the scope of user access authorized by authentication providers.
- C. Replace Pardot with Marketing Cloud to implement SMS for multi-factor authentication.
- D. Maintain GAAuth tokens for existing Experience Cloud profiles.
- E. Develop login flows to change the user's session security level to initiate third-party identity verification.

Answer: A, B, E

Explanation:

Experience Cloud is a product that allows creating and managing digital experiences for customers, partners, employees,

and communities. Experience Cloud can be integrated with external payment gateways and Pardot to offer secure and personalized experiences for members who want to set up recurring donations. To increase security for their existing users, a Solution Architect can recommend the following options:

Implement high-assurance requirements for Experience Cloud profiles. High-assurance requirements are settings that define the level of security and identity verification needed for users to access certain pages or features in Experience Cloud. High-assurance requirements can help prevent unauthorized or fraudulent access to sensitive or confidential data or transactions, such as recurring

donations.

Add a login flow that defines the scope of user access authorized by authentication providers. A login flow is a process that allows customizing the user login experience in Experience Cloud using various actions, such as collecting information, displaying messages, updating records, etc. A login flow can help define the scope of user access authorized by authentication providers, such as social media accounts or SAML-based identity providers. This can help limit or restrict the access of users based on their authentication method or credentials.

Develop login flows to change the user's session security level to initiate third-party identity verification. A session security level is a setting that determines the level of security and identity verification required for a user's session in Experience Cloud. A session security level can be changed using login flows to initiate third-party identity verification, such as SMS verification, email verification, biometric verification, etc. This can help enhance the security and trust of the user's session and prevent unauthorized or fraudulent access to sensitive or confidential data or transactions, such as recurring donations.

Option C is incorrect because replacing Pardot with Marketing Cloud to implement SMS for multifactor authentication is not a valid or feasible option to increase security for their existing users. Pardot is a product that allows creating and managing B2B marketing campaigns and activities, such as email marketing, lead generation, lead nurturing, etc. Marketing Cloud is a product that allows creating and managing B2C marketing campaigns and activities, such as email marketing, mobile marketing, social media marketing, etc. Replacing Pardot with Marketing Cloud would not only be costly and complex, but also unnecessary and irrelevant for their use case of setting up recurring donations. Moreover, implementing SMS for multi-factor authentication does not require replacing Pardot with Marketing Cloud, as it can be done using other methods or tools, such as login flows or third-party identity verification services. Option D is incorrect because maintaining GAAuth tokens for existing Experience Cloud profiles is not an option or a way to increase security for their existing users. GAAuth tokens are tokens that are used by Google Authenticator, an app that generates onetime passwords for two-factor authentication. GAAuth tokens are not related to Experience Cloud profiles or their security settings. Reference:

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

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

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

Question: 70

Northern Trail Outfitters (NTO) wants to bring data from custom objects from its Salesforce Customer Success Platform into the

Marketing Cloud account. NTO aims for a personalization of the customer journey with up-to-date Information and using dynamic

content from multiple sources.

How can a Solution Architect ensure the expected data is available within the Marketing Cloud?

- A. Utilize Synchronized Data Sources within Marketing Cloud.
- B. Implement a custom integration between Marketing Cloud and the Customer Success Platform.
- C. Install and configure Distributed Marketing to make content accessible.
- D. Use Marketing Cloud Connect to fetch the expected data using APIs at send time.

Answer: A

Explanation:

Synchronized Data Sources are a feature that allows accessing and integrating data from Sales Cloud or Service Cloud into Marketing Cloud for use in marketing activities. Synchronized Data Sources can help automate the data synchronization process and ensure that data is consistent and up-to-date across different Salesforce platforms. To ensure the expected data is available within Marketing Cloud, a Solution Architect should utilize Synchronized Data Sources within Marketing Cloud.

Question: 71

Northern Trail Outfitters (NTO) recently implemented the Service Cloud Connector between B2C Commerce and Service Cloud. They released a new feature that allows customers to add their favorite National Park to their profile. After an attempt to help a customer, a

service agent informs the Director of IT that they cannot see or update the new National Park value on the profile in the Service Cloud console.

What should the Solution Architect keep in mind to avoid data exchange issues after implementation?

- A. Check the fieldMapping custom settings in Service Cloud to confirm the nationalParks attribute was mapped from the Commerce Profile to the Service Contact
- B. Check the field-level security for nationalParks is set to read only
- C. Check that the nationalParks value was added to the Profile Custom Object in B2C Commerce
- D. Check that the nationalParks value is defined in the json of the B2C Commerce Customer Data API

Answer: A

Explanation:

The fieldMapping custom settings in Service Cloud define how the attributes from the Commerce Profile are mapped to the fields on the Service Contact. If the nationalParks attribute was not mapped, then the service agent would not be able to see or update it in the Service Cloud console. Reference:

https://help.salesforce.com/s/articleView?id=sf.b2c_service_cloud_connector_field_mapping.htm&type=5

Question: 72

A company plans to migrate their existing storefront to B2C Commerce as they face a number of performance and scalability issues. They use a custom-built marketing tool for customer engagement that is tightly coupled with the legacy storefront. s

The storefront has roughly 200,000 subscribers in total, 10,000 visitors per day, and an average of 1,000 emails that are sent out every day. They expect a large number of subscribers to use their mobile devices to visit the storefront and place orders. f

What recommendations should a Solution Architect make to re-architect this solution based on the specified requirements?

- A. Build the storefront using the Storefront Reference Architecture (SFRA) and adopt Marketing Cloud for customer engagement.
- B. Build the storefront using B2C Commerce SiteGenesis architecture and adopt Pardot for customer engagement.
- C. Modify the frontend for the existing legacy storefront to be mobile responsive. Decouple the custom-built marketing tool so it is no longer tightly tied to the storefront.
- D. Build the storefront using a headless commerce architecture and adopt Pardot for customer engagement.

Answer: A

Explanation:

The Storefront Reference Architecture (SFRA) is a modern, mobile-first framework for building B2C Commerce storefronts that are fast, responsive, and scalable. Marketing Cloud is a powerful platform for customer engagement that can integrate with B2C Commerce and provide personalized, crosschannel marketing campaigns. Reference:
<https://developer.salesforce.com/docs/commerce/sfra/overview/about-sfra>
<https://www.salesforce.com/products/marketing-cloud/overview/>

Question: 73

An electronics company operates its website on B2C Commerce. The company recently decided to update its Customer Service portal from a homegrown solution to Service Cloud in order to take advantage of Assisted Order Placement through the 'Order on Behalf of' feature in the Service Cloud console.

The company currently has 3 million customer records in its B2C Commerce database that need to be migrated into Service Cloud.

How should a Solution Architect manage the export from B2C Commerce and import the initial batch of customer records into Service

Cloud in an efficient manner?

- A. Use Business Manager to export and Data Loader to import the 3 million records into Service Cloud.
- B. Use the Streaming API to push the 3 million customer records from B2C Commerce to Service Cloud.
- C. Use the Salesforce REST API to import the 3 million records into Service Cloud.
- D. Use the Commerce Cloud REST API to import the 3 million records into Service Cloud.

Answer: A

Explanation:

Business Manager is a web-based tool that allows B2C Commerce administrators to export customer data in CSV format. Data Loader is a desktop tool that allows Salesforce administrators to import data in CSV format into Service Cloud. This is an efficient way to migrate a large batch of customer records from one system to another. Reference:
<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/BusinessManager/BusinessManager.html>

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

Question: 74

A multi-brand company uses 82C Commerce, Service Cloud, and Marketing Cloud and wants to deliver integrated customer experiences across these Salesforce products. The company has one B2C Commerce realm Serving two storefronts, a Salesforce org, and a

Marketing Cloud Instance. None of these Salesforce Clouds are integrated. The company wants to know which Salesforce products require custom integration for this multi-cloud architecture.

Which two considerations should a Solution Architect provide to answer the company's question?

Choose 2 answers

- A. An integration between Service Cloud and B2C Commerce is not necessary, as these clouds are natively integrated and both products are built on the Salesforce Platform.
- B. An integration must be developed between 82C Commerce and Service Cloud to enable the synchronization of customer profiles and unlock REST API access between the two products.
- C. An integration must be developed between Service Cloud and Marketing Cloud to enable Marketing Cloud REST API access from Service Cloud.
- D. An integration must be developed between B2C Commerce and Marketing Cloud to enable Marketing Cloud REST API access from B2C Commerce.

Answer: B, D

Explanation:

B2C Commerce and Service Cloud are not natively integrated and require custom development to enable data synchronization and API access between them. B2C Commerce and Marketing Cloud also require custom development to enable API access for customer engagement scenarios. Reference:

https://help.salesforce.com/s/articleView?id=sf.b2c_service_cloud_connector_overview.htm&type=5

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

Question: 75

An organization wants to avoid sending post-purchase review emails until a customer has had a chance to receive and try

out their order. The typical shipping duration is around 3 days, but the organization is unsure about how long it takes a customer to try the product once it has been delivered.

What should the company do to leverage its Salesforce product suite and optimize the open rates for its post-purchase emails?

- A. Use B2C Commerce to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Einstein Engagement Split based on open rate to optimize the additional delay for product testing.
- B. Use Salesforce Order Management to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Engagement Split with 1-, 2-, and 3-day Wait activity based on open rate to optimize the additional delay for product testing.
- C. Use B2C Commerce to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Engagement Split with 1-, 2-, and 3-day Wait activity based on open rate to optimize the additional delay for product testing.
- D. Use Salesforce Order Management to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Einstein Engagement Split based on open rate to optimize the additional delay for product testing.

Answer: A

Explanation:

B2C Commerce can trigger a Marketing Cloud post-purchase journey using the Transactional Messaging API. Journey Builder can use a Wait activity to delay the email delivery based on a fixed duration or a date attribute. Einstein Engagement Split can use AI to determine the optimal path for each customer based on their engagement behavior, such as open rate. Reference: <https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api>

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

Question: 76

A company has a multi-cloud implementation that involves an Experience Cloud portal, Service Cloud for case management, and Marketing Cloud for customer interaction.

The company wants all changes in Salesforce data—including creation, updates, deletion, and undeletion of a record—to be synchronized to its custom-built retail loyalty application in near-real time without significantly impacting the overall system performance.

Which option is the most appropriate integration mechanism for this scenario?

- A. Outbound Messages
- B. Triggered Send Definition
- C. Apex Trigger Callout
- D. Change Data Capture

Answer: D

Explanation:

Change Data Capture is an event-driven integration mechanism that allows near-real-time synchronization of Salesforce data changes with external systems. It does not impact the system performance as it uses asynchronous processing and does not require triggers or code. Reference: https://developer.salesforce.com/docs/atlas.en-us.change_data_capture.meta/change_data_capture/cdc_intro.htm

Question: 77

An ecommerce company has one Primary Instance Group with three instances and one Secondary Instance Group with five sandboxes.

They are expanding and adding people in multiple locations to manage the storefront. They would like additional sandboxes to support their expansion efforts into new markets with new templates, scripts, and controllers.

Which approach should a Solution Architect recommend?

- A. Add new instances to the Primary Instance Group for new sandboxes in each realm.
- B. Add a Tertiary Instance Group to add sandboxes to the existing realm.
- C. Add a new realm for each new market to get additional sandboxes for each realm.
- D. Add new sandboxes to the Secondary Instance Group for the current realm.

Answer: D

Explanation:

The Secondary Instance Group is used for sandboxes in B2C Commerce. Adding new sandboxes to this group does not require creating a new realm or adding instances to the Primary Instance Group, which is used for production and staging instances. Reference: <https://developer.salesforce.com/docs/commerce/b2c-commerce/guide/b2c-developer-sandboxes.html>

Question: 78

A company uses Service Cloud and B2C Commerce and now wants to enable the 'Order on Behalf of functionality on its storefront.

Which two actions should a Solution Architect take to ensure agents can use the 'Order on Behalf of' functionality?

Choose 2 answers

- A. Apply the "Order on Behalf of permission set to Service Cloud users.
- B. Verify that the permissions for the B2C Commerce account support 'Order on Behalf of'.

- C. Verify that agents have a user record in Service Cloud and an account created in B2C Commerce.
- D. Configure agents to use SSO between B2C Commerce and Service Cloud.

Answer: B, C

Explanation:

To enable the 'Order on Behalf of' functionality, the B2C Commerce account must have the 'Order on Behalf of' permission enabled and the 'Customer Service' role assigned. The agents must also have a user record in Service Cloud and an account created in B2C Commerce with the same email address. Reference:

https://help.salesforce.com/s/articleView?id=sf.b2c_service_cloud_connector_order_on_behalf_of.htm&type=5

Question: 79

A company actively uses CI/CD processes for its Service Cloud implementation and is adding Marketing Cloud and Marketing Cloud Connect to its architecture. Under the current setup, each developer has their own developer sandbox. Developers merge their changes into a sandbox for QA regularly, and then once every week, changes are moved to staging, then from staging to production instances. Which setup should a Solution Architect propose to support this development approach considering costs and data segregation?

- A. Set up one Marketing Cloud instance for production, and create a Marketing Cloud sandbox to connect to each of the Service Cloud sandboxes.
- B. Set up one Marketing Cloud instance with a business unit for production and one business unit for testing which is connected to all Service Cloud sandboxes.
- C. Set up one Marketing Cloud instance for each sandbox in Service Cloud in order to guarantee data segregation.
- D. Set up one Marketing Cloud instance to use with sandboxes for testing and replicate all changes to production.

Answer: A

Explanation:

A Marketing Cloud sandbox is a separate instance that can be used for testing and development purposes. It can be connected to multiple Service Cloud sandboxes using Marketing Cloud Connect. This setup allows data segregation and cost efficiency, as opposed to creating multiple Marketing Cloud instances or business units. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_sandbox.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_connect_multiple_salesforce_orgs.htm&type=5

Question: 80

Northern Trail Outfitters (NTO) is releasing a new "Track-My-Hike" feature to their mobile app that allows users to track their hiking paths and distance as well as send emergency alerts in case they do not respond for a specific period.

This data is stored and visible from both the mobile app and on their profile in the web store. They expect up to 10,000 users to use this feature per month, with data points being tracked every minute over the average hiking period of 8 hours. 3

Which solution is appropriate for hosting this kind of data?

- A. Custom solution using Heroku and Postgres
- B. B2C Commerce solution using Custom Objects
- C. Service Cloud solution using Big Objects
- D. Service Cloud solution using Platform Events

Answer: A

Explanation:

Heroku is a cloud platform that allows developers to build, run, and scale applications using various languages and frameworks. Postgres is a relational database that can store large amounts of structured data. A custom solution using Heroku and Postgres can handle the high volume and frequency of data points generated by the "Track-My-Hike" feature, as well as provide scalability and flexibility for future enhancements. Reference: <https://www.heroku.com/home>
<https://www.postgresql.org/>

Question: 81

A company wants to use the Salesforce Platform for their needs. They need a marketing solution, an online ordering platform, and a b solution for service agents, The goal of the company is to provide end-to-end support for their

customers.

What is an example of a deliverable that the Solution Architect should provide to make sure the company understands the solution that is needed?

- A. Technical Design Specification showing the data mapping/model and systems integration
- B. Final design document for storefront pages and service agent experience
- C. Email templates and copy for suggested marketing emails
- D. Organization chart of the company completed by the Solution Architect

Answer: A

Explanation:

A Technical Design Specification is a document that describes the technical architecture and design of a solution, including the data mapping/model and systems integration. This document can help the company understand the solution that is needed and how it will meet their requirements. Reference:

<https://trailhead.salesforce.com/content/learn/modules/solution-design-for-technical-architects/define-the-technical-architecture>

Question: 82

An existing Salesforce customer has B2C Commerce, Service Cloud, and Marketing Cloud, but none of their customer data is integrated. Marketing Cloud has around 2 million subscribers using email address as the subscriber key, B2C Commerce has 750,000 registered customers, and Service Cloud only has records for about 50,000 customers who have previously created support cases or contacted customer service.

What is the optimum sequence of events a Solution Architect should follow when integrating customer data across these systems?

- A. Marketing Cloud Subscriber Key Migration, Load Marketing Cloud Subscribers into Service Cloud, Load Service Cloud

Contact IDs into Marketing Cloud, Load B2C Commerce customers into Service Cloud, Enable Marketing Cloud Connect

- B. Load B2C Commerce customers into Service Cloud, Load Marketing Cloud Subscribers Into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Marketing Cloud Subscriber Key Migration, Enable Marketing Cloud Connect
- C. Load B2C Commerce customers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Marketing Cloud Subscriber Key Migration, Load Marketing Cloud Subscribers into Service Cloud, Enable Marketing Cloud Connect
- D. Marketing Cloud Subscriber Key Migration, Enable Marketing Cloud Connect, Load Marketing Cloud Subscribers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Load B2C Commerce customers into Service Cloud

Answer: B

Explanation:

This sequence of events ensures that all customer data is integrated across the systems and that Marketing Cloud uses Service Cloud Contact IDs as the subscriber key. This allows for a consistent and unified view of the customer across the Salesforce products. Reference:

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

Question: 83

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.

Answer: BD

Explanation:

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. Reference:

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

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

Question: 84

An organization wants to implement B2C Commerce, Marketing Cloud, and Service Cloud in a phased manner with the goal of keeping the overall project manageable and achieving a quick return on

investment.

Their current legacy commerce system is home grown and has frequent, costly outages— making this the highest priority for replacement. The current marketing platform collects only basic analytics from email marketing campaigns and has no awareness of the larger customer context. Currently, the call center meets most customer needs but the process is time-consuming and forces the agent to interact with multiple disconnected systems.

Which two implementation strategies should a Solution Architect recommend when rolling out an integrated customer experience across B2C Commerce, Marketing Cloud, and Service Cloud?

Choose 2 answers

A. Implement Marketing Cloud immediately after B2C Commerce in order to leverage the Marketing Cloud Contact Key as the Service Cloud Contact ID when Service Cloud is implemented later.

- B. Implement Marketing Cloud and Service Cloud together in one phase after B2C Commerce to ensure that they share a common view of the customer from the beginning.
- C. Implement Service Cloud immediately after B2C Commerce in order to leverage the Service Cloud Contact ID as the Marketing Cloud Contact Key when Marketing Cloud is implemented later.
- D. Implement all three clouds at the same time; the primary identifiers for all three clouds must be synced to the others from the start in order to achieve a unified experience.

Answer: C, D

Explanation:

C. This implementation strategy allows the company to replace their legacy commerce system first, which is their highest priority, and then integrate it with Service Cloud to provide better customer service. By using the Service Cloud Contact ID as the Marketing Cloud Contact Key, the company can ensure a consistent and unified view of the customer across the Salesforce products when Marketing Cloud is implemented later. D. This implementation strategy allows the company to achieve a unified customer experience across all three clouds from the start, but it also requires more resources and coordination to implement all three clouds at the same time. The primary identifiers for all three clouds must be synced to ensure data consistency and avoid duplication. Reference:

<https://trailhead.salesforce.com/content/learn/modules/marketing-cloud-contact-management/understand-contacts-and-contact-model-relationships>

Question: 85

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.

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

Question: 86

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?

- 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: 87

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. B2C Commerce storefront

Answer: BDE

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_coupon_codes.html

Question: 88

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?

- 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=5https://www.heroku.com/home

Question: 89

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?

- 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: 90

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

- 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: BD

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=5https://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: 91

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

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: 92

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?

- 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: 93

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

- 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: 94

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

- 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: BCD

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>

Question: 95

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

- 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: AC

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: 96

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

- 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: 97

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?

- 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: 98

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

- 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: 99

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

- 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.html>

Question: 100

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

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

Question: 101

A luxury retailer is about to implement B2C Commerce and Marketing Cloud for their online presence. They are well known for being open with their customers when it comes to their customers' purchases. For example, if a customer asks for a record of their recent purchases, they provide it very quickly within their stores. They would like this to reflect in their online presence as well.

Given that requirement and the requirement to adhere to global data privacy acts, what are two out-of-the-box features the retailer should enable across these clouds when it comes to providing customers access to their own data?

Choose 2 answers

- A. Use the Contact Data Portability report in Marketing Cloud to create a report containing subscriber data related to a single contact.
- B. Use the Customer Data Snapshots report in Commerce Cloud to create a report containing purchaser data related to a single customer.
- C. Use the Contact Data Snapshots report in Commerce Cloud to create a report containing purchaser data related to a single contact.
- D. Use the Customer Data Portability report in Marketing Cloud to create a report containing subscriber data related to a single customer.

Answer: A, B

Explanation:

A. The Contact Data Portability report in Marketing Cloud is a feature that allows creating a report containing subscriber data related to a single contact, such as email address, name, phone number, preferences, etc. This report can be used to provide customers access to their own data or comply with data privacy regulations, such as GDPR or CCPA. B. The Customer Data Snapshots report in Commerce Cloud is a feature that allows creating a report containing purchaser data related to a single customer, such as order history, payment methods, addresses, etc. This report can be used to provide customers access to their own data or comply with data privacy regulations, such as GDPR or

CCPA. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_overview_contact_data_portability.htm&type=5https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/admin/b2c_customer_data_snapshots.html

Question: 102

A B2C Commerce merchant has multiple live sites across different brands and geographies all supported by Service Cloud and Marketing Cloud. Unfortunately, the merchant is having customer service challenges caused by fragmented views of the customer. Customers occasionally use alternate email addresses, make purchases as guests, and contact customer service anonymously. The Success Manager believes that Customer Data Platform (CDP) could help them solve their problem.

How should a Solution Architect describe the role of CDP in this context?

- A. CDP can be used to recognize customers as humans and extend existing records related to that human across connected systems with a consistent Global Party ID.
- B. When CDP is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed by Customer 360 Data Manager.
- C. CDP can be used to identify multiple records within each separate system representing the same person and assigning them a consistent Global Party ID; additional custom development is then required to relate those IDs between systems.
- D. CDP cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.

Answer: A

Explanation:

CDP is a feature that allows creating a unified and holistic view of the customer across different systems and channels. CDP can use various identifiers, such as email, phone, or social media, to recognize customers as humans and extend existing records related to that human across connected systems, such as B2C Commerce, Service Cloud, and Marketing Cloud. CDP can also assign a consistent Global Party ID to each human, which can be used as a unique identifier across the systems. Reference: [https://www.salesforceben.com/the-drip/complete-guide-to-customer-data-](https://www.salesforceben.com/the-drip/complete-guide-to-customer-data-platforms-and-salesforce-cdp/)

[platforms-and-salesforce-cdp/](https://www.salesforceben.com/the-drip/complete-guide-to-customer-data-platforms-and-salesforce-cdp/)

Question: 103

Universal Containers has been using Service Cloud and recently decided to implement Marketing Cloud. There are many data quality issues in Service Cloud like duplicates and incomplete email addresses. They want to use Marketing Cloud to send personalized communications.

Which two recommendations should a Solution Architect make when suggesting a migration strategy from an existing Service Cloud implementation to a new Marketing Cloud one?

Choose 2 answers

- A. Fix the data quality issues in Service Cloud before migrating to Marketing Cloud.
- B. Use Customer Data Platform (CDP) to synchronize data between Service Cloud and Marketing Cloud.
- C. Map Contact, Lead, and Account objects within Marketing Cloud to enable personalization.
- D. Build a custom connector between Service Cloud and Marketing Cloud that will remove the duplicates.

Answer: AC

Explanation:

A. Fixing the data quality issues in Service Cloud before migrating to Marketing Cloud can help avoid duplicate or incomplete contacts in Marketing Cloud, which can affect the contact count, billing, and personalization. Data quality issues can be fixed by using tools such as Data Loader, Duplicate Management, or ETL tools. C. Mapping Contact, Lead, and Account objects within Marketing Cloud can help enable personalization by using data from Service Cloud in email

content or journeys.

Mapping can be done by using Marketing Cloud Connect or Customer 360 Data Manager. Reference:

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

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

Question: 104

Northern Trail Outfitters (NTO) is beginning an implementation of B2C Commerce, Service Cloud, and Marketing Cloud from legacy applications. NTO's Data Management team is working on a data migration strategy and has to consider the complexity of the systems involved.

What should Marketing Cloud be the single source of truth of in this multi-cloud scenario?

- A. Individuals attributes such as name, address, birthday, and email
- B. Customer journey flow
- C. Order history
- D. Customer product affinity

Answer: B

Explanation:

Marketing Cloud should be the single source of truth for customer journey flow, which is the sequence of interactions that a customer has with a brand across different channels and touchpoints. Marketing Cloud can help design, execute, and optimize customer journeys using Journey Builder, which can leverage data from other systems, such as B2C Commerce or Service Cloud, to trigger or personalize journeys. Reference:

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

Question: 105

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.

Answer: A

Explanation:

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. Reference:

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

Question: 106

A customer has been using Marketing Cloud with their existing (non-Salesforce) ecommerce site for more than 3 years and is now implementing Service Cloud to help improve the quality of support given to their customers. While Service Cloud will be integrated with the ecommerce site and they want to use many Marketing Cloud Connect features, the customer is insisting on continuing to use the existing integration between the ecommerce site and Marketing Cloud until they move to Salesforce B2C Commerce (planned for the coming 2 years).

Which two concerns should the Solution Architect raise with the customer considering the approach they want to take?

Choose 2 answers

- A. Additional Matching rules will need to be implemented in Service Cloud to ensure identities are merged before messaging in Marketing Cloud.
- B. Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents.
- C. Journey Builder will need to be used to update the Contact Key directly in Marketing Cloud to ensure the existing ecommerce site integration can continue to be used.
- D. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date.

Answer: BD

Explanation:

B. Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents. Marketing Cloud Connect can only track email sends that are initiated from Marketing Cloud or Salesforce CRM, not from an external ecommerce site. This means that the Service Agents will not have a complete view of the customer's email interactions or preferences. D. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date. Marketing Cloud Connect uses the Salesforce Contact ID or Lead ID as the contact key in Marketing Cloud, which is a unique identifier for each contact or lead. If the existing ecommerce site integration uses a different identifier, such as email address or customer ID, then it may create duplicate contacts in Marketing Cloud when syncing with Service Cloud. This can affect the contact count, billing, and personalization in Marketing Cloud. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_sync_leads_and_contacts.htm&type=5https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5

Question: 107

An organization operating more than 20 beauty, personal care, and health brands wants to move from its on-premise CRM system to Service Cloud and Marketing Cloud. Because a customer's privacy and marketing preferences can vary based on the brand, the organization needs to track those preferences to run consent-based marketing campaigns. Which consideration should a Solution Architect keep in mind with respect to consent preferences in Marketing Cloud with the consent data model?

- A. A separate contact is required for each brand where consent is independently managed; the total count of contacts in Marketing Cloud can be larger than the number of individual customers.
- B. When multiple brands are operated in a single org, the native relationship between Business, Brand, and Contact object helps distinguish privacy and consent preferences that vary between different brands.
- C. Global consent governs all-or-nothing consent settings that should be managed on the Contact object to follow cross-cloud data strategy best practice using the contact ID as the primary key in Marketing Cloud.
- D. When a subscriber unsubscribes without following the unsubscribe link provided in the message, the unsubscribe request is sent to Marketing Cloud directly and synchronized to the Salesforce Consent Data Model through Marketing Cloud Connect.

Answer: A

Explanation:

This answer is correct because the consent data model in Marketing Cloud allows for multiple contacts per individual customer, each with their own consent preferences for different brands. This enables consent-based marketing campaigns across multiple brands in a single org. Reference:

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

Question: 108

A company contracted with a Salesforce implementation partner. A Solution Architect and a functional architect from the partner firm met with the business and IT stakeholders in the initial business discovery workshop. During that time, the Solution Architect gathered requirements about how the system needs to function in Salesforce with data flowing to downstream systems. The company also provided sketches of a potential user interface they want to see.

Which three actions should the Solution Architect take to ensure the right solution can be delivered?

Choose 3 answers

- A. Capture functional specifications that contain business processes and expectations of how they translate to user interface behavior.
- B. Design the annotated wireframes of the current user interface and finalize the future state data architectures.
- C. Ask the company to describe system integrations and primary source of records to support business requirements.
- D. Investigate the challenges that the company is experiencing with their existing setup and understand how they

expect the future solution to solve those challenges.

E. Thank the company for providing solution specifications and deliver those to the technical team.

Answer: ACD

Explanation:

These answers are correct because they are part of the solution design process that a Solution Architect should follow to ensure the right solution can be delivered. Capturing functional specifications, understanding system integrations and data sources, and identifying pain points and expected outcomes are essential steps to design a solution that meets the business needs and expectations. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process>

Question: 109

A company wants to integrate B2C Commerce and Service Cloud with Order Management so that customers who are shopping online can receive support from service agents during returns, exchanges, and payments. The company wants to send order and transaction information to Service Cloud so that agents have the most up-to-date information when providing service to customers.

What capabilities of a B2C Commerce and Service Cloud integration can a service agent benefit from most?

- A. Service agents leverage order cancellation but only with custom development.
- B. Service agents leverage products, catalog, and inventory information directly in Service Cloud.
- C. Service agents leverage order line items, shipment, and payment information in Service Cloud.
- D. Service agents leverage the entire case history inside of B2C Commerce.

Answer: C

Explanation:

This answer is correct because it describes the capabilities of a B2C Commerce and Service Cloud integration with Order Management that can benefit service agents most. By sending order and transaction information to Service Cloud, service agents can have a complete view of the customer's order history, status, and payment details, which can help

them provide better service during returns, exchanges, and payments. Reference:

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&typ e=5

Question: 110

As part of a digital transformation initiative. Universal Containers (UC) wants to start a new project to implement Salesforce Platform, Marketing Cloud, and B2C Commerce. They have mapped the requirements and captured the user stories, including non-functional requirements. Almost all requirements touch all three clouds.

UC wants to go-live with all functionality in three years, but the executive team would like to see the benefits and return on investment sooner than that.

What should the Solution Architect recommend in order to align with the executive team's request?

- A. Build and test the functionality across all clouds at once and deploy to production at the end of the three years.
- B. Go-live with Sales and Service cloud functionality first, followed by Marketing Cloud, and then B2C Commerce.
- C. Reduce the overall timeline by removing most non-functional requirements around reliability and performance.
- D. A multi-phased approach with functionality across all clouds delivered to production in each phase.

Answer: D

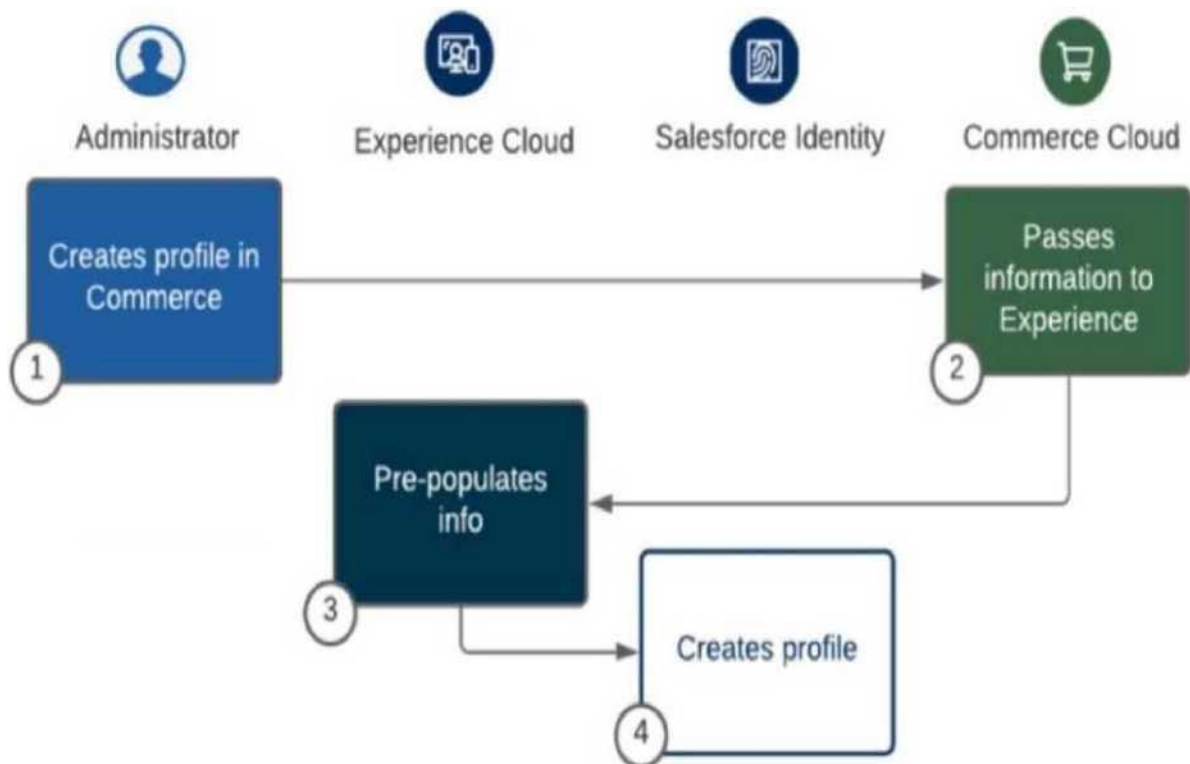
Explanation:

This answer is correct because it aligns with the executive team's request to see the benefits and return on investment sooner than three years. A multi-phased approach allows for incremental delivery of functionality across all clouds, which can provide value to the business and customers faster and more frequently. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process>

Question: 111

Refer to the image below:



A brand is planning to re-platform their existing website onto B2C Commerce. As part of the replatform they will create a new social community portal. They are going to implement B2C Commerce, Experience Cloud, and Salesforce Identity.

After reviewing the workflow, which system should a Solution Architect recommend to use as a primary authentication method while attempting to minimize migration of customer profile data?

- A. Salesforce Core Platform/Identity
- B. Salesforce CDP
- C. Salesforce Marketing Cloud
- D. Salesforce B2C Commerce

Answer: A

Explanation:

This answer is correct because it minimizes the migration of customer profile data by using Salesforce Identity as the primary authentication method. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and Experience Cloud, and it can store customer profile data in a single place. This reduces the need to duplicate or sync customer data across multiple systems. Reference:

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&typ e=5

Question: 112

Northern Trail Outfitters (NTO) wants to unify customer data with a single identity for each customer across their eCommerce sites and communities. Communities are treated as an identity provider (IDP) for commerce enabling self-service support for products via knowledge articles, crowd-sourced knowledge, and Chatter.

What data should be maintained within Experience Cloud as the primary system?

- A. Core profile data (name, email)
- B. Shipping address
- C. Payment methods
- D. Communication preferences

Answer: A

Explanation:

This answer is correct because core profile data (name, email) should be maintained within Experience Cloud as the primary system when using communities as an identity provider (IDP) for commerce. This ensures that customers have a consistent identity across both platforms and can access self-service support features in communities. Reference:

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

Question: 113

A company wants to use the Salesforce Platform to enable personalized I-I marketing, an online ordering platform, and a customer-centric support solution for their service agents. The goal of the company is to provide an end-to-end customer centric and personalized experience.

What is an example artifact that can be used to ensure the company understands the systems involved in the solution?

- A. Journey map
- B. Product backlog
- C. Reference architecture
- D. Storefront wireframes

Answer: C

Explanation:

This answer is correct because a reference architecture is an example artifact that can be used to ensure the company understands the systems involved in the solution. A reference architecture provides a high-level overview of the components, integrations, and interactions of the solution, which can help the company visualize how the solution will work and what systems are required. Reference: <https://architect.salesforce.com/diagrams/framework/reference-architecture>

Question: 114

Universal Containers (UC) uses B2C Commerce, Marketing Cloud, and Salesforce OMS for their online sales capabilities. Given recent logistics constraints and challenges, many customers are asking UC for the ability to make their purchases online but pick them up at a local store or location (BOPIS).

Which consideration should a Solution Architect keep in mind when designing a solution for UC that would allow for this functionality?

- A. Manage inventory data inside of Salesforce OMS so it is easier to parse by store.
- B. Manage B2C Commerce geolocation data for stores on an order by order basis.
- C. Manage inventory data inside of B2C Commerce so it is easier to parse by store.
- D. Marketing Cloud Mobile Push is required for this solution and must be enabled.

Answer: C

Explanation:

This answer is correct because managing inventory data inside of B2C Commerce makes it easier to parse by store and enable buy online pick up in store (BOPIS) functionality. B2C Commerce can store inventory information for multiple locations and provide real-time availability information to customers and service agents. B2C Commerce can also integrate with Salesforce OMS to manage order fulfillment and payment processing for BOPIS orders. Reference: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_oms_integration.htm&type=5

Question: 115

A company uses B2C Commerce to capture customer orders and then uses an ETL tool to send the orders to an ERP system for processing. The company also uses Service Cloud and would like to display the processed orders in that system as well, in case their service reps need to refer to an order. However, the order data itself does not need to be copied.

Which tool can a Solution Architect use to meet this requirement?

- A. Remote Process Invocation
- B. Salesforce Connect
- C. Streaming API
- D. Batch Data Synchronization

Answer: B

Explanation:

This answer is correct because Salesforce Connect can be used to display external data in Salesforce without copying or storing it. Salesforce Connect uses external objects to access data from an external system via an adapter. This way, the order data from the ERP system can be displayed in Service Cloud as read-only records without consuming additional storage space. Reference:

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

Question: 116

A holding company owns and operates a large number of brands internationally. They are interested in migrating to a Salesforce multi-cloud solution to optimize IT spending across the brands. The brands 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 multiple countries around the world, 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. When implementing an B2C Commerce storefront, consider providing shoppers a mechanism to download their data.
- C. Consider implementing Customer Data Platform (CDP) to ensure compliance with data protection laws.
- D. Consider implementing enhanced transaction security to apply appropriate actions to monitor and control Service

Cloud user activity.

Answer: BC

Explanation:

These answers are correct because they are recommendations that can help ensure that customer experiences are compliant with all domestic and international regulations related to data privacy and security. Providing shoppers a mechanism to download their data can help comply with the right to access and portability under GDPR and other laws. Implementing Customer Data Platform (CDP) can help comply with data protection laws by providing tools to manage consent, preferences, and identity resolution across multiple channels and touchpoints. Reference: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_gdpr.htm&type=5https://www.salesforce.com/products/customer-data-platform/overview/

Question: 117

Northern Trail Outfitters (NTO) operates its website on B2C Commerce. NTO recently decided to update its Customer Service from a bespoke solution to Service Cloud.

NTO currently has around two million customer records in its B2C Commerce database that need to be migrated into Service Cloud.

What should a Solution Architect recommend to export all the customer data from B2C Commerce and import into Service Cloud without additional development?

- A. Export the data using B2C Commerce APIs, and import it into Salesforce using Data Loader.
- B. Export the data using B2C Commerce APIs, and import it into Salesforce using Data Import Wizard.
- C. Export the data using Business Manager, and import it into Salesforce using the Data Import Wizard.
- D. Export the data using Business Manager, and import it into Salesforce using Data Loader.

Answer: D

Explanation:

This answer is correct because it is a way to export all the customer data from B2C Commerce and import into Service Cloud without additional development. Business Manager is a tool that allows B2C Commerce administrators to export

customer data in CSV format. Data Loader is a tool that allows Salesforce administrators to import data from CSV files into Salesforce objects. Reference:

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/BusinessManager/ExportingCustomerData.html> https://developer.salesforce.com/docs/atlas.en-us.dataLoader.meta/dataLoader/data_loader.htm

Question: 118

Universal Containers (UC) is sending Invoice data from an external ERP system into their Salesforce org. Management is worried about data storage in their org, and after some analyses, they have identified the ERP Invoice records responsible for over 40% of the data storage. Their current business process does not require a Salesforce user to edit these records, so they can be read-only.

What recommendation should a Solution Architect make in order to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce?

- A. Use Change Data Capture to sync Invoice records
- B. Build a custom solution to view the ERP Invoice records in Salesforce
- C. Use Platform Events to sync Invoice record changes
- D. Use Salesforce Connect/External Objects (with custom Apex adapters)

Answer: D

Explanation:

This answer is correct because it is a way to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce. Salesforce Connect/External Objects can be used to display external data in Salesforce without copying or storing it. Custom Apex adapters can be used to connect to any external system that has a web service API, such as an ERP system. Reference:

https://help.salesforce.com/s/articleView?id=sf.datacloud_connect.htm&type=5 https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_connector_intro.htm

Question: 119

Universal Containers (UC) wants to implement the right-to-be-forgotten requirement in their Salesforce org in order to be compliant with data privacy laws. This means that UC must delete, archive, or de-identify the data subject's PII in an org

within 30 days of their request.

What should a Solution Architect recommend to implement this requirement?"*

- A. Implement a custom solution that allows system administrators to run a job to obscure or delete the data in the request scope.
- B. Create a team who can manually review these requests and delete or obscure the data from all relevant systems.
- C. Recommend Salesforce Privacy Center to manage how the Salesforce org retains, deletes, anonymizes, and transfers customer data.
- D. Implement a soft delete strategy by marking the data as "archived" or "deleted" without actually deleting it.

Answer: C

Explanation:

This answer is correct because Salesforce Privacy Center is a tool that helps satisfy customer requests and data privacy laws related to the right-to-be-forgotten requirement. Salesforce Privacy Center allows admins to create policies that delete, archive, or de-identify the data subject's PII in an org within 30 days of their request, without additional development. Reference: https://help.salesforce.com/s/articleView?id=privacy_center.htm&type=5&language=en_US

Question: 120

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.

Answer: CD

Explanation:

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

Question: 121

A company wants to implement B2C Commerce and Service Cloud, and then connect the systems with its existing instance of Marketing Cloud.

Which two tactics should a Solution Architect recommend to model a customer across all three systems'

Choose 2 answers

- A. Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.
- B. Get in touch with the Marketing Cloud Professional Services to perform a subscriber key migration.
- C. Migrate the existing Marketing Cloud data into B2C Commerce and set the subscriber key as the Customer ID.
- D. Use Service Cloud as system of record for customer data and consent preferences across all channels.

Answer: AD

Explanation:

These answers are correct because they are ways to model a customer across all three systems using the Marketing Cloud Subscriber Key and Service Cloud as sources of truth. The Marketing Cloud Subscriber Key can be sent to Service

Cloud and B2C Commerce to be held for reference, which can help link customer records across systems and enable cross-channel marketing and service. Service Cloud can be used as system of record for customer data and consent preferences across all channels, which can help comply with data privacy laws and provide a consistent customer experience. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect_best_practices.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

Question: 122

Universal Containers (UC) is working on an initial release of Service Cloud and B2C Commerce. The UC management team is excited about the new features and wants to go to market with the new solution as soon as possible even though the requirements are not completely mapped out.

A Solution Architect is asked to evaluate when UC can go live with a new B2C Commerce site, automated chatbots, Einstein case classification, Service Cloud Voice, and analytics.

How should a Solution Architect respond to the management team's request to help formulate a roadmap for these new capabilities?

- A. Facilitate a workshop with the management team, applying the relationship design process to create a roadmap aligned to business objectives.
- B. Facilitate a workshop with the development team and create a list of prioritized user stories that can then be used to create a detailed roadmap.
- C. Ask to follow the management team for a week to gain a better understanding of how they work and what information they need to formulate their roadmap.
- D. Ask each member of the management team about their top three concerns, and use it to formulate the roadmap.

Answer: A

Explanation:

This answer is correct because it is a way to respond to the management team's request to help formulate a roadmap for these new capabilities using the relationship design process. The relationship design process is a method that centers relationships as the building blocks of business and social value. It is based on four mindsets that can help design products and services from a place of compassion: compassion, intention, courage, and reciprocity. By facilitating a workshop with the management team, applying the relationship design process, a Solution Architect can help create a roadmap that aligns with business objectives and builds customer trust. Reference:

<https://www.salesforce.com/blog/how-relationship-design-works/>

Question: 123

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 CRM Analytics.

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

Choose 2 answers

- A. Use SMS as a channel due to its significantly higher engagement rate as compared to email
- B. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
- C. Use CRM Analytics to analyze customer engagement history over the last 24 months
- D. Configure Einstein Recommendations in Marketing Cloud to automate segment generation for Journey Builder

Answer: AD

Explanation:

These answers are correct because they are recommendations that can improve the success of the automated re-engagement campaign. Using SMS as a channel can increase the engagement rate as compared to email, as SMS messages have higher open and response rates. Configuring Einstein Recommendations in Marketing Cloud can automate segment generation for Journey Builder, which can help create personalized and relevant messages based on customer data and behavior.

Reference: <https://www.salesforce.com/products/marketing-cloud/best-practices/sms-marketing-statistics/>
https://help.salesforce.com/s/articleView?id=sf.mc_pb_einstein_recommendations.htm&type=5

Question: 124

Key business stakeholders have asked for a new business requirement that requires a multi-cloud solution design using self-service commerce, a service agent console, and marketing communication. A Solution Architect was brought in to lead the end-to-end solution design and delivery.

Which two actions should the Solution Architect take to accurately capture these requirements'

Choose 2 answers

- A. Set up DevOps processes and environments in preparation for the discovery workshops.
- B. Design the solution and hand it off to the delivery team to start to build and test it.
- C. Include functional and technical experts across discovery workshops to ensure requirements and priorities are captured.
- D. Draft a requirements and process document. Invite key business and technical/design team stakeholders to review and approve.

Answer: CD

Explanation:

These answers are correct because they are actions that a Solution Architect should take to accurately capture the requirements for a multi-cloud solution design. Including functional and technical experts across discovery workshops can help ensure that the requirements and priorities are captured from different perspectives and domains. Drafting a requirements and process document can help document the business needs, expectations, and constraints for the solution design. Inviting key business and technical/design team stakeholders to review and approve the document can help validate the requirements and ensure alignment. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process>

Question: 125

A company is in the process of defining the right systems to deliver key capabilities for its B2C business. The company has about 2 million customers, each placing an average of 100 orders each year through its existing B2C Commerce platform.

The company needs a system that can:

- Deliver a full list of all customer orders throughout their engagement lifetime
- Provide lifetime engagement tracking and history of the customer
- Calculate the lifetime value of customers based on their orders

Which three systems should a Solution Architect recommend to meet the company's requirements?

Choose 3 answers

- A. Salesforce Order Management
- B. Service Cloud
- C. Sales Cloud

D. Marketing Cloud

E. Heroku

Answer: ABD

Explanation:

These answers are correct because they are systems that can meet the company's requirements for delivering a full list of all customer orders throughout their engagement lifetime, providing lifetime engagement tracking and history of the customer, and calculating the lifetime value of customers based on their orders. Salesforce Order Management can manage order lifecycle from capture to fulfillment across multiple channels. Service Cloud can provide a complete view of customer interactions across sales, service, marketing, and commerce. Marketing Cloud can track customer engagement across email, mobile, social, web, and more. CRM Analytics can provide insights into customer lifetime value based on order data and engagement history. Reference: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_oms_integration.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.icx_b2c_crosscloudengagement_connectors.htm&language=en_US&type=5 <https://www.salesforce.com/products/marketing-cloud/what-is-marketing-cloud/>

Question: 126

Universal Containers is about to expand from their existing product efforts around watches into creating smart watches. These watches are intended to integrate with the users smart phone but also gather and collect health data from the watch and the phone. Universal Containers has never had to manage or work with health related data and are concerned about how to go further while still keeping their users trust.

What is a next step a Solution Architect should suggest to provide UC the kind of understanding they are looking for"?

Choose 1 answers

- A. Run a Journey Mapping Workshop to understand the users' interactions with the system
- B. Does the team need front-end development capabilities?
- C. Run a Consequence Scanning Workshop to understand the impact of the work
- D. Run a Requirements Gathering Workshop to start creating the build requirements
- E. Speak with a Legal Expert in regards to HIPPA and PHI Data

Answer: C

Explanation:

This answer is correct because it is a next step that a Solution Architect should suggest to provide UC the kind of understanding they are looking for regarding how to manage or work with health related data while still keeping their users trust. A Consequence Scanning Workshop is a method that helps identify potential positive and negative consequences of a product or service on people, society, and environment. It can help UC anticipate the impact of their work on their users' trust and privacy, and design solutions that mitigate risks and maximize benefits. Reference: <https://www.salesforce.com/blog/how-relationship-design-works/>

Question: 127

A company is struggling to grow sales in a difficult retail climate and has tasked the Marketing team with improving their lead generation metrics. They have an existing database of customers going back five years, but there are many duplicates, the data is not extensive, and is often outdated. This could mean the potential customer base is limited. They already use Marketing Cloud Journeys extensively and their management team is open to considering additional investments if they believe it can make a difference.

Which three actions should a Solution Architect take to help meet their need for improving lead generation metrics?

Choose 3 answers

- A. Implement Audience Studio and integrate it with Marketing Cloud to bridge the divide between the known and the unknown customer
- B. Implement Lead Queues in Sales Cloud to ensure that the Telesales teams are calling customers more efficiently
- C. Implement a mobile app so that customers can more easily purchase products to drive higher sales
- D. Use analytics tools such as Datorama to help improve accountability on campaign spend for digital advertising and marketing campaigns
- E. Run a proof-of-concept of Customer 360 Data Manager to build unified customer identities, improving the ability to provide relevant personalization

Answer: ADE

Explanation:

These answers are correct because they are actions that a Solution Architect should take to help meet the need for improving lead generation metrics. Implementing Audience Studio and integrating it with Marketing Cloud can help bridge the divide between the known and the unknown customer by capturing and activating data from multiple sources and channels. Using analytics tools such as Datorama can help improve accountability on campaign spend for digital advertising and marketing campaigns by providing insights into performance, ROI, and optimization. Running a proof-of-concept of Customer 360 Data Manager can help build unified customer identities by ingesting and matching data from different systems and creating a single source of truth for customer data. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_dmp_dmp.htm&language=en_US&type=5<https://www.salesforce.com/products/marketing-cloud/best-practices/datorama-marketing-intelligence/>
<https://www.salesforce.com/blog/customer-360-data-personalization/>

Question: 128

A company uses a Salesforce solution to sell one-off products and subscription-based products to its customers. However, the company wants to let customers save their payment details when buying products online using credit cards, in order to facilitate a one-click ordering mechanism as well as an automatic payment for subscription-based item renewals.

What should a Solution Architect recommend to store payment information while still maintaining security and compliance?

- A. Store Base64 encoded payment card details.
- B. Hash and store the payment card details.
- C. Store raw payment card details on the customer's profile.
- D. Store a tokenized value for the payment card.

Answer: D

Explanation:

This answer is correct because it is a way to store payment information while still maintaining security and compliance. A tokenized payment card is a method that replaces sensitive card data with a unique identifier or token that cannot be mathematically reversed. The actual card data is stored in a secure vault by a payment processor or gateway. This way, the company can facilitate one-click ordering and automatic payment without exposing or storing the actual card data.

Reference: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_payment_processing.htm&type=5

Question: 129

Universal Containers (UC) is in the process of implementing a B2C Commerce site for their storefront, and Experience Cloud for their support and help desk. UC wants to ensure that there is a single login and data experience between the two sites while also being relatively seamless.

Given the need for a single login experience, what should the primary system be for all authentication?

- A. Salesforce Identity
- B. B2C Commerce
- C. Service Cloud
- D. Experience Cloud

Answer: A

Explanation:

This answer is correct because it is the primary system that should be used for all authentication

between B2C Commerce site and Experience Cloud site. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and Experience Cloud, and it can provide a single login and data experience between the two sites.

Salesforce Identity can also store customer profile data in a single place and sync it across systems. Reference:

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&typ e=5

Question: 130

At Universal Containers, each admin and developer use a separate developer pro sandbox. Configuration and code are then migrated to a partial data sandbox for combination and initial testing. Once approved the configuration and code are then migrated to a full copy sandbox for final load and regression testing before going to production.

when should the full copy sandbox be refreshed?

- A. After each push from the partial data sandbox.
- B. After user acceptance testing is complete.

- C. After each major release to production.
- D. After a new user is added to production.

Answer: C

Explanation:

This answer is correct because it is a recommended time to refresh the full copy sandbox. Refreshing the full copy sandbox after each major release to production can help ensure that the sandbox has the most updated data and metadata from production, which can facilitate testing and development activities. Refreshing the full copy sandbox too frequently can be costly and time-consuming, as it consumes a lot of storage space and requires data masking or anonymization. Reference:

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

Question: 131

A retail company that sell fitness products is implementing Service Cloud, B2C Commerce, and Marketing Cloud, In order to provide their customers with personalized recommendations, they are capturing and storing certain PII and health information. In order to adhere to compliance and regulations, they need to ensure shared data is encrypted across all platforms.

What features should a Solution Architect recommend to accomplish this?

- A. Use Shield platform Encryption to encrypt data in Service Cloud, Enable Encrypted Data Sanding (EDS) in Marketing Cloud, and use B2C Commerce's crypto API.
- B. Platform Encryption to encrypt data in Service Cloud, Marketing Cloud, and B2C Commerce.
- C. Use Shield platform Encryption to encrypt data in Service Cloud and B2 Commerce. Data in Marketing Cloud is encrypted by default.
- D. Use Shield Platform Encryption to encrypt data in Service Cloud, enable encryption at rest in Marketing Cloud, and enable encryption at rest in B2C Commerce.

Answer: A

Explanation:

Shield Platform Encryption is a feature that allows you to encrypt sensitive data at rest in Service Cloud and B2C

Commerce, while preserving platform functionality. Encrypted Data Sending (EDS) is a feature that allows you to send encrypted data from Service Cloud to Marketing Cloud using an encryption key that only you control. B2C Commerce's crypto API is a set of methods that allow you to encrypt and decrypt data using symmetric or asymmetric keys in your code.

Reference:

[Salesforce Shield Platform Encryption Implementation Guide]

[Encrypted Data Sending (EDS) for Marketing Cloud]

[B2C Commerce Crypto API]

Question: 132

Northern Trail Outfitters (NTO) has been using B2C Commerce and Service cloud for the past year and wants to take the next step in its customer experience by implementing Marketing Cloud. NTO is

focusing on email for the foreseeable future and wants all transactional messages—such as password reset and order confirmations—to go through Marketing Cloud rather than B2C Commerce.

Which three actions should a Solution Architect recommend to enable this functionality?

Choose 3 answers

- A. Configure an API event in Process Builder along with an Email Activity with a transactional send classification.
- B. Configure API integration credentials in Marketing Cloud to enable B2C Commerce to call Marketing Cloud.
- C. Implement a server-side API callout in B2C Commerce for each of the required emails.
- D. Implement a client-side API callout in B2C Commerce for each of the required emails.
- E. Configure a Transactional Messaging API in Marketing Cloud and use a transactional send classification for each of the required emails.

Answer: BCE

Explanation:

To enable transactional messages from B2C Commerce to Marketing Cloud, you need to configure API integration credentials in Marketing Cloud, which will generate an authentication token and a REST endpoint for your account. Then,

you need to implement a server-side API callout in B2C Commerce for each of the required emails, which will use the authentication token and the REST endpoint to send the email data to Marketing Cloud. Finally, you need to configure a Transactional Messaging API in Marketing Cloud, which will allow you to create and manage transactional messages using REST API calls. You also need to use a transactional send classification for each of the required emails, which will indicate that the email is not subject to unsubscribe rules.

Reference:

[API Integration]

[Transactional Messaging API]

[Send Classifications]

Question: 133

A luxury retailer is about to implement B2C Commerce and Marketing Cloud for their online presence. They are well known for their privacy when it comes to their customers' purchases within their stores and would like that to reflect in their online presence as well.

Given that requirement and the requirement to adhere to global data privacy acts, what are two out-of-the-box features the retailer should enable across these clouds when it comes to their customers' privacy?

Choose 2 answers

- A. Enable terms and conditions functionality within Marketing Cloud to have customers opt-in.
- B. Determine the shopper's tracking preference using the B2C Commerce Shop API.
- C. Use profile and preference center functionality for Marketing Cloud Email Studio to capture consent and opt-in confirmation.
- D. Create cookies initially, then delete once the customer asks to deny.

Answer: A, C

Explanation:

To adhere to global data privacy acts and respect customers' privacy, the retailer should enable terms and conditions functionality within Marketing Cloud, which will allow them to display a custom message and a checkbox for customers to agree before they can submit a form or join a list. The retailer should also use profile and preference center functionality for Marketing Cloud Email Studio, which will allow them to capture consent and opt-in confirmation from customers, as well as provide them with options to manage their email preferences and unsubscribe.

Reference:

[Terms and Conditions]

[Profile and Preference Centers]

Question: 134

A company uses Salesforce to store accounts and contacts. All users have switched to the Lightning Experience user interface. The Account Hierarchy feature is used extensively to relate companies to their subsidiaries. A Solution Architect finds that the data migration process is creating duplicate contacts with different primary accounts.

Which two options can the Solution Architect use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company?

- A. Enable Contact to Multiple Accounts
- B. Duplicate Matching Rules
- C. Lightning Data Services
- D. Customer Data Platform

Answer: A, B

Explanation:

Enabling Contact to Multiple Accounts allows a single contact to be related to multiple accounts, which can prevent the creation of duplicate contacts with different primary accounts. Duplicate Matching Rules can help identify and prevent duplicate records based on the criteria and actions that you specify.

Question: 135

Which two considerations should the Solution Architect keep in mind while designing the solution for OOBO?

Choose 2 answers

- A. Every REST call between B2C Commerce and Service Cloud counts towards API governor limits.

- B. The OOB0 shopping experience requires that Salesforce service agent users authenticate against the B2C Commerce environment before creating the shopping session.
- C. Middleware, like Mulesoft, must be used to ensure the security and uptime of the integration between B2C Commerce and Service Cloud.
- D. The Service Agent cannot order on behalf of the customer if the customer is offline.

Answer: A, B

Explanation:

The REST calls between B2C Commerce and Service Cloud are subject to API governor limits, which can affect the performance and availability of the integration. The service agent users need to have B2C Commerce permissions and access keys to log in and place orders on behalf of registered storefront shoppers.

Question: 136

An organization is considering using the Lead object in Sales Cloud to track customers who have signed up for their newsletter. The goal is to add these customers to a Marketing Cloud nurture campaign. Once they make a purchase, the suggested design is to convert the Lead to a Contact record and associate the resulting Contact with a Marketing Cloud Subscriber.

What recommendation should a Solution Architect make to avoid implementation challenges?

- A. Ensure that the Marketing Cloud Contact associated with the Lead is updated to reference the Contact after conversion.
- B. Avoid using the Lead object by creating Contacts with different Record Types for prospects.
- C. Delete the Marketing Cloud Contact associated with the Lead object after conversion.
- D. Add prospects who have not created an account or made a purchase to Marketing Cloud directly without creating a Lead.

Answer: A

Explanation:

This option ensures that the Marketing Cloud Contact is linked to the correct Salesforce record after

the Lead is converted to a Contact, and that the contact utilization is not affected by duplicate records. The other options can result in data loss, inconsistent reporting, or unnecessary complexity.

Question: 137

A financial company uses an external system for pricing and quotation.

What is the recommended approach to use the pricing and discount rules in the external system within Salesforce during the loan application process?

- A. Rebuild the logic used in the external system using Apex.
- B. Use the API callout component in Process Builder to retrieve the latest information from the external system during the loan application process.
- C. Use an external object to store pricing and discount information.
- D. Use the Apex callout to retrieve the latest information from the external system during the loan application process.

Answer: D

Explanation:

This option allows you to use Apex code to make HTTP requests and receive HTTP responses from an external system, such as a pricing and quotation service. You can use the `@future(callout=true)` annotation to make asynchronous callouts from Apex triggers or invocable methods. The other options are either not feasible or not optimal for this use case.

Question: 138

Universal Containers has an existing loyalty program that rewards its customers for purchases and frequent shopping with points that can be redeemed in store or online. They want to transform their existing loyalty program by investing in tools like Marketing Cloud, Salesforce Loyalty Management and COP- They want to start segmenting their most loyal customers based on their online engagement and purchase history.

Which three actions should a Solution Architect recommend they consider taking with the tools they are investing in?

Choose 3 answers

- A. Curate tiered experiences in Marketing Cloud
- B. Segment Individuals within CDP C.Q Segment Journeys within CDP
- C. Curate tiered experiences in Loyalty Management
- D. Create Journeys by tiers in Marketing Cloud

Answer: A, C, D

Explanation:

Curating tiered experiences in Marketing Cloud allows the company to create personalized content and offers based on the loyalty level of the customers. Segmenting Journeys within CDP enables the company to use data from multiple sources to create customer segments and target them with relevant messages across channels. Creating Journeys by tiers in Marketing Cloud allows the company to design and execute customer journeys based on the loyalty program tiers and goals.

Question: 139

An organization has a product catalog containing 500,000 unique SKUs and a total customer base of approximately 3 million customers, of which 250,000 are active in a given month. In order to better understand shopper behavior and build customer marketing journeys tailored to customer personas, the organization wants to track each product view event per customer and SKU across its commerce storefront.

Which integration and data storage architecture should a Solution Architect recommend to support this goal?

- A. Store as B2C Commerce custom objects and, using jobs, transfer the data to Marketing Cloud on an hourly basis.
- B. Store in a Marketing Cloud Data Extension, and use the Marketing Cloud APIs to update from B2C

Commerce when a product is viewed on the storefront.

- C. Leverage collect.js on the B2C Commerce storefront to track product page views which can be segmented in journeys using decision splits.
- D. Store as records in Salesforce Platform custom objects, and use the Salesforce APIs to update from

B2C Commerce and Marketing Cloud when a product is viewed on the storefront.

Answer: C

Explanation:

Leveraging collect.js on the B2C Commerce storefront allows the organization to track product page views and other web analytics data using Marketing Cloud's Einstein Web Recommendations feature. This data can be used to segment customers in journeys using decision splits based on their product interests and behaviors.

Question: 140

Northern Trail Outfitters (NTO) wants incoming support cases to automatically be routed to the correct team based on customer purchases.

Which option should a Solution Architect configure to accomplish this?

- A. Auto Response rules and Support Processes
- B. Apex trigger on a Case object
- C. Queues and Assignment rules
- D. Auto-launched Flow with a Record Trigger

Answer: C

Explanation:

Queues and Assignment rules are features of Service Cloud that allow incoming support cases to be automatically routed to the correct team or agent based on predefined criteria, such as customer

purchases, case origin, or case priority.

Question: 141

Northern Trail Outfitters is migrating away from legacy system and is currently implementing Service Cloud, Marketing Cloud, and B2C Commerce to support their growing business needs. The business has asked a Solution Architect to propose a cross-cloud data mapping design that makes use of the strengths of each platform.

Which two recommendations should a Solution Architect include to the design?

Choose 2 answers

- A. Document the data type and size constraints in each system to ensure entities are mapped correctly.
- B. Use an integration tool so there is no need to consider data mapping as part of the design.
- C. Map B2C Commerce profile to Salesforce Platform Contact and to Marketing Cloud Contact.
- D. Ensure that the legacy systems data model is mapped and implemented as-is without any modifications to minimize data migration complexity.

Answer: A, C

Explanation:

Documenting the data type and size constraints in each system is important to ensure that the entities are mapped correctly and that no data is lost or corrupted during the integration process. Mapping B2C Commerce profile to Salesforce Platform Contact and to Marketing Cloud Contact is a best practice for cross-cloud data mapping design, as it allows for a consistent view of the customer across all platforms and enables cross-channel marketing and service capabilities.

Question: 142

Universal Containers (UC) is planning a campaign for its newly-launched product categories. They have already run similar campaigns in the past and want to cross-sell this new product to their

existing customers. To achieve this, they are creating customer group segments using its e-commerce strategies while adhering to the current customer's compliance preferences for previous campaigns.

Which two products should a Solution Architect include in the architecture to meet UC's needs?

- A. Marketing Cloud and B2C Commerce
- B. Marketing Cloud and Service Cloud
- C. Marketing Cloud and Sales Cloud
- D. Service Cloud and B2C Commerce

Answer: A

Explanation:

Marketing Cloud and B2C Commerce are the two products that a Solution Architect should include in the architecture to meet UC's needs. Marketing Cloud allows UC to create customer group segments using its e-commerce data and send personalized messages across channels, while adhering to the current customer's compliance preferences for previous campaigns. B2C Commerce enables UC to cross-sell its new product categories on its online storefront and provide a seamless shopping experience for its customers.

Question: 143

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
- B. Service Cloud

- C. Marketing Cloud
- D. B2C Commerce

Answer: D

Explanation:

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.

Question: 144

A company uses Marketing Cloud, Experience Cloud, B2C Commerce, and Service Cloud. It is in the process of defining the authoritative system for key data entities involved in B2C Journeys. The company has about 200,000 customers, each averaging 30 orders per year

Which option should be considered the authoritative record for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email?

- A. Marketing Cloud subscriber
- B. B2C Commerce customer
- C. Experience Cloud user
- D. Service Cloud contact

Answer: D

Explanation:

Service Cloud contact should be considered the authoritative record for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email.

Service Cloud contact is the core entity that represents a person across multiple Salesforce clouds and can store and

manage the customer's consent and compliance preferences using features like Individual object, Data Protection and Privacy, and Consent Management. The other systems can use Service Cloud contact as the master record and sync or update the customer data accordingly.

Question: 145

Universal Containers (UC) is utilizing B2C Commerce today and is considering utilizing CDP as a means of unifying all of their systems and recognize their existing customers as individuals across systems. They are about to install the Commerce Cloud CDP Connector and would like to understand how the unified profile process will work.

What configurations should a Solution Architect create to correctly identify unified profiles as individuals between CDP and B2C Commerce?

- A. Create Data Segments within CDP and create customer groups within B2C Commerce with the CDP Data Segments
- B. Create Customer Groups within B2C Commerce and create data segments within CDP with CDP Data Segments
- C. Create Individuals within CDP and create customer groups within B2C Commerce with the correct segments
- D. Create Data Segments within CDP and create customers within B2C Commerce with the CDP Data Segments

Answer: C

Explanation:

Creating Individuals within CDP and creating customer groups within B2C Commerce with the correct segments are the configurations that a Solution Architect should create to correctly identify unified profiles as individuals between CDP and B2C Commerce. Individuals are the entities that represent a person in CDP and can be created from various data sources using identity resolution rules. Customer groups are the entities that represent a segment of customers in B2C Commerce and can be created using attributes or rules. The Commerce CDP Connector allows for bi-directional synchronization of Individuals and customer groups between CDP and B2C Commerce, enabling a unified profile process.

Question: 146

Universal Containers (UC) is seeing an increased volume of customers browsing for higher-value items across multiple brands and 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 understand how to optimize the checkout process'

Choose 2 answers

- A. Create an Abandoned Cart journey by brand across all carts
- B. Work with stakeholders to create a customer Journey map that improves conversions
- C. Enable customer service to update and complete a cart transaction on behalf of the customer
- D. Run reports on the value of cart Items and time since the last activity

Answer: B, D

Explanation:

Working with stakeholders to create a customer journey map that improves conversions and running reports on the value of cart items and time since the last activity are two tactics that a Solution Architect could recommend to understand how to optimize the checkout process. A customer journey map is a visual representation of the steps and interactions that a customer goes through when engaging with a company or brand. It can help identify pain points, opportunities, and best practices for improving conversions. Running reports on the value of cart items and time since the last activity can help analyze the shopping behavior and preferences of customers, as well as identify **potential reasons for cart abandonment**.

Question: 147

Universal Containers is currently using B2C Commerce and Service Cloud for its commerce and service needs. A new CMO has recently Joined and has asked why there is such a strong disconnect between all their marketing systems and their commerce tool. They do not want to force a new

marketing too* on all the business units but they do want all of them integrated, with commerce underlying all.

Which recommendation can a Solution Architect make that will work with their existing technology investments'

- A. Recommend CDP to replace their existing marketing tools and maintain a single view into commerce with the Commerce CDP Connector

- B. Recommend CRM Analytics to integrate with their existing marketing data sources and create a single view of the customer with the B2C Commerce Connector
- C. Recommend CDP to integrate with their existing marketing tools and create individual profiles into commerce with the Commerce COP Connector
- D. Recommend Marketing Cloud to integrate with their existing marketing tools and provide a single view into commerce with the B2C Commerce APIs

Answer: C

Explanation:

Recommending CDP to integrate with their existing marketing tools and create individual profiles into commerce with the Commerce CDP Connector is a recommendation that a Solution Architect can make that will work with their existing technology investments. CDP is a platform that allows companies to unify, segment, activate, and analyze their customer data from multiple sources, including their existing marketing tools. CDP can also integrate with B2C Commerce using the Commerce CDP Connector, which enables bi-directional synchronization of individual profiles and customer groups between CDP and B2C Commerce. This way, the company can have a single view of their customers across all their marketing systems and their commerce tool, and provide personalized and consistent experiences.

Question: 148

Given that a company wants the purchase data from B2C Commerce In Sales Cloud, what standard objects from Sales Cloud should a Solution Architect map to B2C Commerce objects?

- A. Individual, Opportunity, Purchase
- B. Profile, Order, Opportunity
- C. Account, Order, Pricebook
- D. Contact, Order, Product

Answer: D

Explanation:

Contact, Order, and Product are the standard objects from Sales Cloud that a Solution Architect should map to B2C

Commerce objects. Contact represents a person who is a customer or a potential customer of the company. Order represents an order placed by a customer for one or more products. Product represents an item or service that the company sells. These objects can be mapped to B2C Commerce objects such as Customer, Order, and Product using the B2C Commerce APIs or the Commerce Cloud Connector.

Question: 149

Acme Ltd wants to Integrate B2C Commerce, Service Cloud, and Marketing Cloud. A Solution Architect was tasked with optimizing the integration by understand and which cloud is the ideal system of record for each piece of data.

Which two considerations will lead to an optimal design around systems of record?

Choose 2 answers

- A. Lifetime engagement tracking and history, other data for personalization or segmentation should be mastered in Marketing Cloud
- B. Heroku should be used to master ecommerce transactions, including order records, customer product affinity, and promotion eligibility
- C. User consent information. Customer Journey flow. Counsel and compliance preferences should be mastered in B2C Commerce
- D. Store primary attributes (name, address, birthday, phone, and email) about the customer in Service Cloud

Answer: AD

Explanation:

Marketing Cloud should be the system of record for lifetime engagement tracking and history, as well as other data for personalization or segmentation, as it is the system that collects and analyzes the customer's interactions and behaviors across multiple channels and touchpoints. [Marketing Cloud can also use features like Audience Builder and Contact Builder to create unified customer profiles and segments based on various data sources](#)³. Service Cloud should be the system of record for storing primary attributes (name, address, birthday, phone, and email) about the customer, as it is the system that represents a person across multiple Salesforce clouds and can store and manage the customer's consent and compliance preferences using features like Individual object, Data Protection and Privacy, and Consent Management .

Question: 150

A university has several branded schools scattered across different colleges. Each of which has its own finances, business processes, and strategies for engaging students. They would like to introduce a university-wide communications strategy that allows their recruitment team to market to potential students globally while allowing each department to recruit existing students for its own programs. They are looking for an environment strategy across their potential purchases of Salesforce and Marketing Cloud.

What should a Solution Architect recommend to meet their needs?

- A. Marketing Cloud and Marketing cloud Connect across multiple connected Salesforce orgs
- B. Marketing Cloud with multiple business units connected to multiple existing Salesforce orgs with Marketing cloud Connect
- C. Marketing Cloud with multiple business units and a single, consolidated Salesforce org spanning all departments
- D. Marketing Cloud and a single, consolidated Salesforce org spanning all departments

Answer: B

Explanation:

Marketing Cloud with multiple business units connected to multiple existing Salesforce orgs with Marketing Cloud Connect is the option that a Solution Architect should recommend to meet the university's needs. Marketing Cloud allows the university to create and execute personalized marketing campaigns across various channels and audiences. Multiple business units enable the university to have separate sub-accounts for each branded school or department, with different permissions, settings, and content. Multiple existing Salesforce orgs allow the university to maintain their existing finances, business processes, and strategies for each college or school. Marketing Cloud Connect enables the integration between Marketing Cloud and Salesforce orgs, allowing for data synchronization, cross-cloud reporting, and journey activation.

Question: 151

A financial services firm with many high net-worth individuals is about to implement Service Cloud, Marketing Cloud, and Salesforce Platform. Given the nature of the individuals, they are often required to adhere to financial regulations and civil procedures in regards to their data.

- a. This often requires restricting their data processing.

Given that requirement, what are three considerations the financial services firm should be aware of when limiting data processing across these clouds?

Choose 3 answers

- A. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact
- B. Consider deleting all of the customer data in order to adhere to the requirements.
- C. Restricting data within Service Cloud requires contacting a Service Cloud account representative.
- D. Export relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data.
- E. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative.

Answer: A, D, E

Explanation:

These are three considerations that the financial services firm should be aware of when limiting data processing across these clouds. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact, as deleting a restricted contact will result in an error message. Exporting relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data is a best practice for complying with data requests or regulations. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative, as this feature is not available in the user interface.

Question: 152

Universal Containers currently has B2C Commerce and Marketing cloud for their commerce and marketing needs. They are concerned with the amount of abandoned carts they currently have with many of their customers and have requested to implement an abandoned cart solution.

What should a Solution Architect do first to accommodate a scalable and functional abandoned cart solution between B2C Commerce and Marketing Cloud?

- A. Enable Collect Tracking within Marketing Cloud Personalization Builder
- B. Install Customer Tracking within Commerce Cloud Cartridge
- C. Enable Collect Tracking within Marketing Cloud Email Studio
- D. Create Cart Abandonment Emails within Marketing Cloud Email Studio

Answer: A

Explanation:

Enabling Collect Tracking within Marketing Cloud Personalization Builder is the first step that a Solution Architect should do to accommodate a scalable and functional abandoned cart solution between B2C Commerce and Marketing Cloud. Collect Tracking is a feature that allows Marketing Cloud to track web analytics data from B2C Commerce using collect.js code on the storefront pages. This data can be used to create Abandoned Cart Journeys in Marketing Cloud using Einstein Web Recommendations. The other steps are not necessary or optimal for this solution.