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Architect

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QUESTION 1

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

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

Choose 2 answers

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

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

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

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

Correct Answer: AD

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

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

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

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

increase conversion rates, and boost customer loyalty.

References:

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

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

QUESTION 2

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

Correct Answer: D

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 3

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

Correct Answer: C

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. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_triggered_email_sends.htm andtype=5
https://help.salesforce.com/s/articleView?id=sf.mc_es_triggered_send_definition.ht mandtype=5 https://documentation.b
2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/coupons/b2c_
coupon_code_restric tions.html https://help.salesforce.com/s/articleView?id=sf.email_services.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_events.htmandtype=5
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.dema

ndware.dochelp/OrderManagement/EmailService.html

QUESTION 4

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.

Correct Answer: C

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.

References:

https://help.salesforce.com/s/articleView?id=privacy_center.htmandtype=5andlanguage=en_US

QUESTION 5

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

Correct Answer: A

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.

References:

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htmandtype=5

QUESTION 6

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.

Correct Answer: AD

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. References: [Get Started with B2C Solution Architect Cert Prep - Trailhead] [Certification - B2C Solution Architect - Trailhead] B2C Solution Architect Certification Guide | Salesforce Ben

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QUESTION 7

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.

Correct Answer: C

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.

References:

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

QUESTION 8

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.

Correct Answer: B

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. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_create_audience_segment.htmandtype=5
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.dema
ndware.dochelp/content/b2c_commerce/topics/coupons/b2c_creating_coupon_codes.html
https://help.salesforce.com/s/articleView?id=sf.mc_co_abandoned_cart_journey.ht mandtype=5
https://help.salesforce.com/s/articleView?id=sf.mc_es_email_tracking_metrics.htm andtype=5

QUESTION 9

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

Correct Answer: D

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.

References:

[Get Started with B2C Solution Architect Cert Prep - Trailhead] [Certification - B2C Solution Architect - Trailhead] [B2C Solution Architect Certification Guide | Salesforce Ben]

QUESTION 10

A customer is currently implementing B2C Commerce and wants to use Marketing Cloud to send triggered emails like the Welcome Email, Order Confirmation, and Order Status Update Email. The customer is not interested in Sales or Service Cloud.

Which three steps are required to configure the Marketing Cloud for B2C Commerce storefront triggered emails?

Choose 3 answers

A. Configure data extensions in Marketing Cloud for B2C Commerce objects.

B. Extend the B2C Commerce storefront to trigger emails via Marketing Cloud\\'s journey REST APIs.

C. Set up jobs in B2C Commerce to send catalog, product, order, and customer to Marketing Cloud SFTP.

D. Copy and paste the Collect Script within the head or body in the website template.

E. Update order.export custom object in B2C Commerce with the Marketing Cloud object data extension

Correct Answer: BDE

B. Extending the B2C Commerce storefront to trigger emails via Marketing Cloud\\'s journey REST APIs allows the customer to send triggered emails based on customer behavior on the storefront, such as signing up, placing an order, or abandoning a cart. The REST APIs can also pass data attributes, such as order details or personalization information, to Marketing Cloud. D. Copying and pasting the Collect Script within the head or body in the website template allows the customer to track customer behavior on the storefront using Marketing Cloud\\'s Web and Mobile Analytics feature. The Collect Script can also capture customer attributes, such as email address or contact key, and send them to Marketing Cloud. E. Updating order.export custom object in B2C Commerce with the Marketing Cloud object data extension allows the customer to map order data from B2C Commerce to Marketing Cloud using a point-and-click configuration in Business Manager. This enables order data synchronization between B2C Commerce and Marketing Cloud.

References: https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration
https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api
https://help.salesforce.com/s/articleView?id=sf.mc_pb_web_and_mobile_analytics.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_with_commerce_cloud.htmandtype=5

QUESTION 11

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)

Correct Answer: D

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.

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

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QUESTION 12

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

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

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

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

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

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

Correct Answer: A

A self-service portal is a feature in Service Cloud that allows creating branded websites and portals for customers to access self-service resources, such as knowledge articles, case management, chat, etc. To ensure that the theme of the self- service portal is consistent with the theme of the B2C Commerce storefront, a Solution Architect should do the following: Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use. The Style Sheet URL setting is a configuration option in Service Cloud that allows specifying a custom style sheet for the self-service portal. The style sheet must be hosted on a publicly-accessible web server and must follow certain guidelines and limitations. By setting the value of the Style Sheet URL setting to match the style sheet used by the B2C Commerce storefront, the Solution Architect can ensure that the self-service portal has the same

look and feel as the storefront. Option B is incorrect because there is no Portal Theme URL setting in Service Cloud. Option C is incorrect because copying any relevant CSS code from the organization\\\'s website and pasting it into the pages for the self-service portal in Page Builder is not a recommended or supported way of customizing the theme of the self-service portal. Option D is incorrect because making a copy of the appropriate CSS file from the organization\\\'s web server and uploading it to the self-service portal is not possible or advisable. The CSS file must be hosted on a publicly-accessible web server and referenced by the Style Sheet URL setting.

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