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QUESTION 1

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.

Correct Answer: BC

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.

References:

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_gdpr.htm&type=5

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

QUESTION 2

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.

Correct Answer: AB

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.

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

QUESTION 3

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

Correct Answer: BC

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.

References:

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QUESTION 4

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

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

- A. Configure Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder
- B. Use SMS as a channel due to its significantly higher engagement rate as compared to email
- C. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
- D. Consider using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months

Correct Answer: AD

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

purchases in the last 24 months. References: [Get Started with B2C Solution Architect Cert Prep - Trailhead] [Certification - B2C Solution Architect - Trailhead] B2C Solution Architect Certification Guide | Salesforce Ben

QUESTION 5

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 and 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.

Correct Answer: AC

A. The service console does not have a native integration with Einstein Web and 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.

References: 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

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