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## QUESTION 1

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

Correct Answer: AD

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.

References: <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](https://help.salesforce.com/s/articleView?id=sf.mc_pb_einstein_recommendations.htm&type=5)

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## QUESTION 2

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.

Correct Answer: A

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. References: <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=5](https://help.salesforce.com/s/articleView?id=sf.mc_jb_wait_activity.htm&type=5) [https://help.salesforce.com/s/articleView?id=sf.mc\\_jb\\_einstein\\_engagement\\_split.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_jb_einstein_engagement_split.htm&type=5)

### QUESTION 3

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.

Correct Answer: BC

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.

References:

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

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#### QUESTION 4

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.

Correct Answer: A

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.

References:

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

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## QUESTION 5

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.

Correct Answer: AD

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.

References: <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>

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