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QUESTION 1

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

Correct Answer: C

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.

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.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 2

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

Correct Answer: B

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.

References: 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 3

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

QUESTION 4

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 tool* 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

Correct Answer: C

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 5

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/>

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