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QUESTION 1

universal Containers (DC) is seeing an increased volume of customers browsing for higher- value items across multiple brands and longer cons/deration 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

Correct Answer: BD

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 2

A company is In the process of defining the authoritative system for key data entitles 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

Correct Answer: BD

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.

References: 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_data_integration_considerations.htm&type=5

QUESTION 3

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?

Correct Answer: ACE

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.

QUESTION 4

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

Correct Answer: ABD

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. References:

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 5

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.

Correct Answer: A

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.

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