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## QUESTION 1

A company is currently implementing B2C Commerce and wants to use Marketing Cloud to send transactional emails like the Welcome Email, Order Confirmation, and Order Status Update Email. Which three steps are required to configure the Marketing Cloud Connector for triggered emails?

Choose 3 answers

- A. Configure REST Services in B2C Commerce that will be used to authenticate B2C Commerce against Marketing Cloud via its API integration and initiate a transactional email delivery.
- B. Customize the B2C Commerce storefront to invoke Marketing Cloud's Transactional Messaging REST API whenever a transactional message should be delivered. This customization should first authenticate B2C Commerce against Marketing Cloud and then deliver the Transactional Messaging payload to inform message contents.
- C. Create an API Integration in Marketing Cloud using Installed Packages that provision access to Marketing Cloud APIs by external systems like B2C Commerce.
- D. Customize the B2C Commerce storefront to trigger Marketing Cloud Transactional Messages at strategic points in the customer's experience by using Marketing Cloud's Transactional Messaging REST API. This customization should include a payload that informs message contents.
- E. Integrate Marketing Cloud and B2C Commerce to provide Marketing Cloud with B2C Commerce order and customer information on a nightly basis via SFTP.

Correct Answer: ACD

Option A is correct because configuring REST services in B2C Commerce is a necessary step to enable authentication and communication with Marketing Cloud via its API integration and to initiate transactional email delivery using Marketing

Cloud's Transactional Messaging REST API.

Option C is correct because creating an API integration in Marketing Cloud using Installed Packages is a necessary step to provision access to Marketing Cloud APIs by external systems like B2C Commerce and to generate an API key and

secret for authentication purposes.

Option D is correct because customizing the B2C Commerce storefront to trigger Marketing Cloud Transactional Messages at strategic points in the customer's experience is a necessary step to invoke Marketing Cloud's Transactional

Messaging REST API with a payload that informs message contents and recipients.

Option B is incorrect because front-end development capabilities are not required to configure the Marketing Cloud Connector for triggered emails, but rather to customize the B2C Commerce storefront and the email templates in Marketing

Cloud.

Option E is incorrect because integrating Marketing Cloud and B2C Commerce to provide Marketing Cloud with B2C Commerce order and customer information on a nightly basis via SFTP is not required to configure the Marketing Cloud

Connector for triggered emails, but rather to enable data synchronization and segmentation for marketing campaigns.



References:

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## QUESTION 2

A company is struggling to grow sales in a difficult retail climate and has tasked the Marketing team with improving their lead generation metrics. They have an existing database of customers going back five years, but there are many duplicates, the data is not extensive, and is often outdated. This could mean the potential customer base is limited. They already use Marketing Cloud Journeys extensively and their management team is open to considering additional investments if they believe it can make a difference.

Which three actions should a Solution Architect take to help meet their need for improving lead generation metrics?

Choose 3 answers

- A. Implement Audience Studio and integrate it with Marketing Cloud to bridge the divide between the known and the unknown customer
- B. Implement Lead Queues in Sales Cloud to ensure that the Telesales teams are calling customers more efficiently
- C. Implement a mobile app so that customers can more easily purchase products to drive higher sales
- D. Use analytics tools such as Datorama to help improve accountability on campaign spend for digital advertising and marketing campaigns
- E. Run a proof-of-concept of Customer 360 Data Manager to build unified customer identities, improving the ability to provide relevant personalization

Correct Answer: ADE

These answers are correct because they are actions that a Solution Architect should take to help meet the need for improving lead generation metrics. Implementing Audience Studio and integrating it with Marketing Cloud can help bridge the divide between the known and the unknown customer by capturing and activating data from multiple sources and channels. Using analytics tools such as Datorama can help improve accountability on campaign spend for digital advertising and marketing campaigns by providing insights into performance, ROI, and optimization. Running a proof-of-concept of Customer 360 Data Manager can help build unified customer identities by ingesting and matching data from different systems and creating a single source of truth for customer data.

References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_dmp\\_dmp.htm&language=en\\_US&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_dmp_dmp.htm&language=en_US&type=5)  
<https://www.salesforce.com/products/marketing-cloud/best-practices/datorama-marketing-intelligence/>  
<https://www.salesforce.com/blog/customer-360-data-personalization/>

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## QUESTION 3

A retail company currently uses B2C Commerce, Service Cloud, and Marketing Cloud. The company plans to launch a winter sweepstakes campaign to attract new customers. The signup page is hosted on B2C Commerce and collects new customer details like name, phone number, and email. In order to enter the sweepstakes, the customer must sign up to receive marketing communications. In return, they will receive a coupon for 20% off their next purchase.

Which option should be defined as the data source authority for the customer attributes collected from the sweepstakes page?



- A. Experience Cloud
- B. Service Cloud
- C. Marketing Cloud
- D. B2C Commerce

Correct Answer: D

B2C Commerce should be defined as the data source authority for the customer attributes collected from the sweepstakes page, as it is the system that captures the customer data directly from the web form and validates the customer consent and compliance preferences. The other systems can consume or sync the customer data from B2C Commerce, but they should not overwrite or modify the data without the customer's consent.

#### QUESTION 4

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 .css 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 .css 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.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.networks_overview.htm&type=5)  
[https://help.salesforce.com/s/articleView?id=sf.selfservice\\_style\\_sheet.htm&type=](https://help.salesforce.com/s/articleView?id=sf.selfservice_style_sheet.htm&type=)



## QUESTION 5

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:

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