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QUESTION 1

A company uses Marketing Cloud, Experience Cloud, B2C Commerce, and Service Cloud. It is in the process of defining the authoritative system for key data entities involved in B2C Journeys. The company has about 200,000 customers, each averaging 30 orders per year

Which option should be considered the authoritative record for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email?

- A. Marketing Cloud subscriber
- B. B2C Commerce customer
- C. Experience Cloud user
- D. Service Cloud contact

Correct Answer: D

Service Cloud contact should be considered the authoritative record for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email. Service Cloud contact is the core entity that represents a person across multiple Salesforce clouds and can store and manage the customer's consent and compliance preferences using features like Individual object, Data Protection and Privacy, and Consent Management. The other systems can use Service Cloud contact as the master record and sync or update the customer data accordingly.

QUESTION 2

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 :
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QUESTION 3

Northern Trail Outfitters is migrating away from legacy system and is currently implementing Service Cloud, Marketing Cloud, and B2C Commerce to support their growing business needs. The business has asked a Solution Architect to propose a cross-cloud data mapping design that makes use of the strengths of each platform.

Which two recommendations should a Solution Architect include to the design?

Choose 2 answers

- A. Document the data type and size constraints in each system to ensure entities are mapped correctly.
- B. Use an integration tool so there is no need to consider data mapping as part of the design.
- C. Map B2C Commerce profile to Salesforce Platform Contact and to Marketing Cloud Contact.
- D. Ensure that the legacy systems data model is mapped and implemented as-is without any modifications to minimize data migration complexity.

Correct Answer: AC

Documenting the data type and size constraints in each system is important to ensure that the entities are mapped correctly and that no data is lost or corrupted during the integration process. Mapping B2C Commerce profile to Salesforce

Platform Contact and to Marketing Cloud Contact is a best practice for cross-cloud data mapping design, as it allows for a consistent view of the customer across all platforms and enables cross-channel marketing and service capabilities.

QUESTION 4

A marketing team is using Sales Cloud web-to-lead forms to capture leads. The company recently acquired Marketing Cloud and wants to ensure that the data is synchronized to Marketing Cloud without losing data and without creating duplicate contacts.

Which consideration should a Solution Architect voice to the marketing team when designing this solution?

- A. Leads can be merged and converted in Marketing Cloud.



- B. Leads and contacts are unique records in Marketing Cloud.
- C. The contact delete framework in Marketing Cloud can be used to resolve duplicate contacts and associated billing challenges.
- D. Web-to-lead forms trigger Marketing Cloud journeys without creating leads in Salesforce.

Correct Answer: B

Marketing Cloud treats leads and contacts as separate records, even if they have the same email address. This means that syncing leads from Sales Cloud to Marketing Cloud can create duplicate contacts and increase the contact count and

billing. To avoid this, the marketing team should consider using contacts only or converting leads to contacts before syncing them to Marketing Cloud.

References:

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

QUESTION 5

A company actively uses CI/CO processes for their Service Cloud implementation and is adding Marketing Cloud and Marketing Cloud Connect to their architecture. Under the current setup each developer has their own developer sandbox for development. Developers merge their changes into a sandbox for QA regularly, then once every week changes are moved to staging, and from staging to production instances.

Which set up should a Solution Architect propose to support this development approach considering costs and data segregation?

- A. Set up one Marketing Cloud instance with a business unit for production and one business unit for testing that is connected to all Developer sandboxes
- B. Set up one Marketing Cloud instance for testing and one for production, where the testing instance is connected to the staging sandbox
- C. Set up one Marketing Cloud instance for each sandbox in Service Cloud
- D. Set up one Marketing Cloud instance for production and create a Marketing Cloud sandbox to connect to each of the Service Cloud sandboxes

Correct Answer: D

A Marketing Cloud sandbox is a separate instance of Marketing Cloud that can be used for development, testing, and training purposes. A Marketing Cloud sandbox can be connected to a Service Cloud sandbox using Marketing Cloud

Connect, which allows data synchronization and cross-cloud functionality. This option supports the CI/CO processes and data segregation for each Service Cloud sandbox. The other options are either not feasible or not cost-effective.

References:

https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_sandbox

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