



# B2C-SOLUTION-ARCHITECT<sup>Q&As</sup>

Salesforce Certified B2C Solution Architect

## Pass Salesforce B2C-SOLUTION-ARCHITECT Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.geekcert.com/b2c-solution-architect.html>

100% Passing Guarantee  
100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce  
Official Exam Center

-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers





## QUESTION 1

A company recently launched their ecommerce sites for three countries: Australia, New Zealand, and Singapore. The company is now looking to set up marketing automations using Marketing Cloud.

Their B2C Commerce is configured with two realms: ANZ and SE Asia. Each country has a site within their respective realm: Australia and New Zealand sites are within ANZ and Singapore is within SE Asia.

Which account hierarchy should a Solution Architect recommend for the Marketing Cloud set up?

- A. Use a separate Marketing Cloud tenant for each site
- B. Use a separate Marketing Cloud tenant for each realm and map business units to sites within each realm
- C. Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm
- D. Use a single Marketing cloud tenant and map business units to each realm

Correct Answer: C

Marketing Cloud account hierarchy is the way of organizing Marketing Cloud accounts and business units to support different business needs and use cases. A Marketing Cloud tenant is a top-level account that contains one or more business units. A business unit is a sub-account that can have its own data, content, users, and permissions. To set up Marketing Cloud account hierarchy for a company that has ecommerce sites for three countries: Australia, New Zealand, and Singapore, a Solution Architect should recommend the following: Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm. This option allows the company to have a centralized account that can manage all the sites across different countries and regions. It also allows the company to have separate business units for each site that can have their own data, content, users, and permissions. This way, the company can maintain consistency and compliance across all the sites, while also enabling personalization and segmentation for each site. Option A is incorrect because using a separate Marketing Cloud tenant for each site is not necessary or advisable. It would create complexity and inefficiency in managing multiple accounts and duplicating data and content across them. It would also increase the cost and maintenance of the solution. Option B is incorrect because using a separate Marketing Cloud tenant for each realm and mapping business units to sites within each realm is not optimal or scalable. It would create inconsistency and fragmentation between the realms and limit the ability to share data and content across them. It would also increase the cost and maintenance of the solution. Option D is incorrect because using a single Marketing Cloud tenant and mapping business units to each realm is not sufficient or flexible. It would not allow the company to have separate data, content, users, and permissions for each site within a realm. It would also limit the ability to personalize and segment for each site.

References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_overview\\_account\\_hierarchy.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_overview_account_hierarchy.htm&type=5)  
[https://help.salesforce.com/s/articleView?id=sf.mc\\_overview\\_business\\_units.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_overview_business_units.htm&type=5)

## QUESTION 2

A company wants to give its service agents a current view in Marketing Cloud of which journeys customers are in at any given time, so that agents can provide a more personal and relevant experience if a customer contacts them.

What approach should a Solution Architect recommend to fulfill this requirement?

- A. Add the Journey Membership Lightning component from the Marketing Cloud Connect Managed Package to the Contact Page Layout.
- B. Schedule a batch job in Salesforce to query Marketing Cloud for the contact membership status of all contacts in



Journeys on a regular basis (for example, once per hour) and write this to the Contact record.

C. Develop a custom Lightning web component in Salesforce to query Marketing Cloud in real time to get Contact Journey membership.

D. Create a multi-select picklist on the contact record, and use the out-of-the-box Contact Update activities in Journey Builder to add or remove the name of the journey as they enter and exit.

Correct Answer: A

The Journey Membership Lightning component is a pre-built component that displays the journeys that a contact is in and their status in each journey. It can be added to the Contact Page Layout in Service Cloud using the Marketing Cloud Connect Managed Package, which enables integration between Service Cloud and Marketing Cloud. References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_journey\\_membership\\_lightning\\_component.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_journey_membership_lightning_component.htm&type=5)  
[https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_marketing\\_cloud\\_connect.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect.htm&type=5)

### QUESTION 3

A company wants to migrate their existing in-house order management solution to the Salesforce Order Management product, which will trigger post-purchase transactional emails through Marketing Cloud. They are already using B2C Commerce, Service Cloud, and Marketing Cloud, as well as the B2C Commerce - Service Cloud Connector and Marketing Cloud Connect.

What are three actions that a Solution Architect must take when planning and deploying this solution? Choose 3 answers

A. Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios.

B. Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector.

C. Integrate Salesforce Order Management to B2C Commerce for order history and user self service.

D. Migrate subscriber keys in Marketing Cloud to a new Order Management customer identifier.

E. Replace the Service Cloud Connector with an Order Management Connector for B2C Commerce.

Correct Answer: ABC

Salesforce Order Management is a product that allows managing orders across different channels and systems. To migrate the existing in-house order management solution to the Salesforce Order Management product, the following actions should be taken: Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios. Data extensions are tables that store data in Marketing Cloud, and triggered sends are email messages that are sent automatically based on an external event. Data extensions and triggered sends can be used to store order data and send order confirmation, shipment notification, or cancellation emails to customers. Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector. The Service Cloud Connector is a cartridge that enables integration between B2C Commerce and Service Cloud. The Order Management Connector is a cartridge that enables integration between B2C Commerce and Salesforce Order Management. Some features of the Service Cloud Connector, such as order history or order cancellation, may conflict with the Order Management Connector, so they should be removed or disabled. Integrate Salesforce Order Management to B2C Commerce for order history and user self service. This integration allows customers to view their order history and status, track their shipments, cancel their orders, or initiate returns on the B2C Commerce storefront. This integration also allows agents to view and manage orders in Service Cloud. Option D is incorrect because migrating subscriber keys in Marketing Cloud to a new Order Management customer identifier is not



necessary or recommended. Option E is incorrect because replacing the Service Cloud Connector with an Order Management Connector for B2C Commerce is not possible or advisable.

References: [https://help.salesforce.com/s/articleView?id=sf.order\\_overview.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.order_overview.htm&type=5)  
[https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_transactional\\_messaging.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_transactional_messaging.htm&type=5) <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementOverview.html> <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementConnector.html>

#### QUESTION 4

An organization wants to implement B2C Commerce, Marketing Cloud, and Service Cloud in a phased manner with the goal of keeping the overall project manageable and achieving a quick return on investment.

Their current legacy commerce system is home grown and has frequent, costly outages-- making this the highest priority for replacement. The current marketing platform collects only basic analytics from email marketing campaigns and has no awareness of the larger customer context. Currently, the call center meets most customer needs but the process is time-consuming and forces the agent to interact with multiple disconnected systems.

Which two implementation strategies should a Solution Architect recommend when rolling out an integrated customer experience across B2C Commerce, Marketing Cloud, and Service Cloud?

Choose 2 answers

- A. Implement Marketing Cloud immediately after B2C Commerce in order to leverage the Marketing Cloud Contact Key as the Service Cloud Contact ID when Service Cloud is implemented later.
- B. Implement Marketing Cloud and Service Cloud together in one phase after B2C Commerce to ensure that they share a common view of the customer from the beginning.
- C. Implement Service Cloud immediately after B2C Commerce in order to leverage the Service Cloud Contact ID as the Marketing Cloud Contact Key when Marketing Cloud is implemented later.
- D. Implement all three clouds at the same time; the primary identifiers for all three clouds must be synced to the others from the start in order to achieve a unified experience.

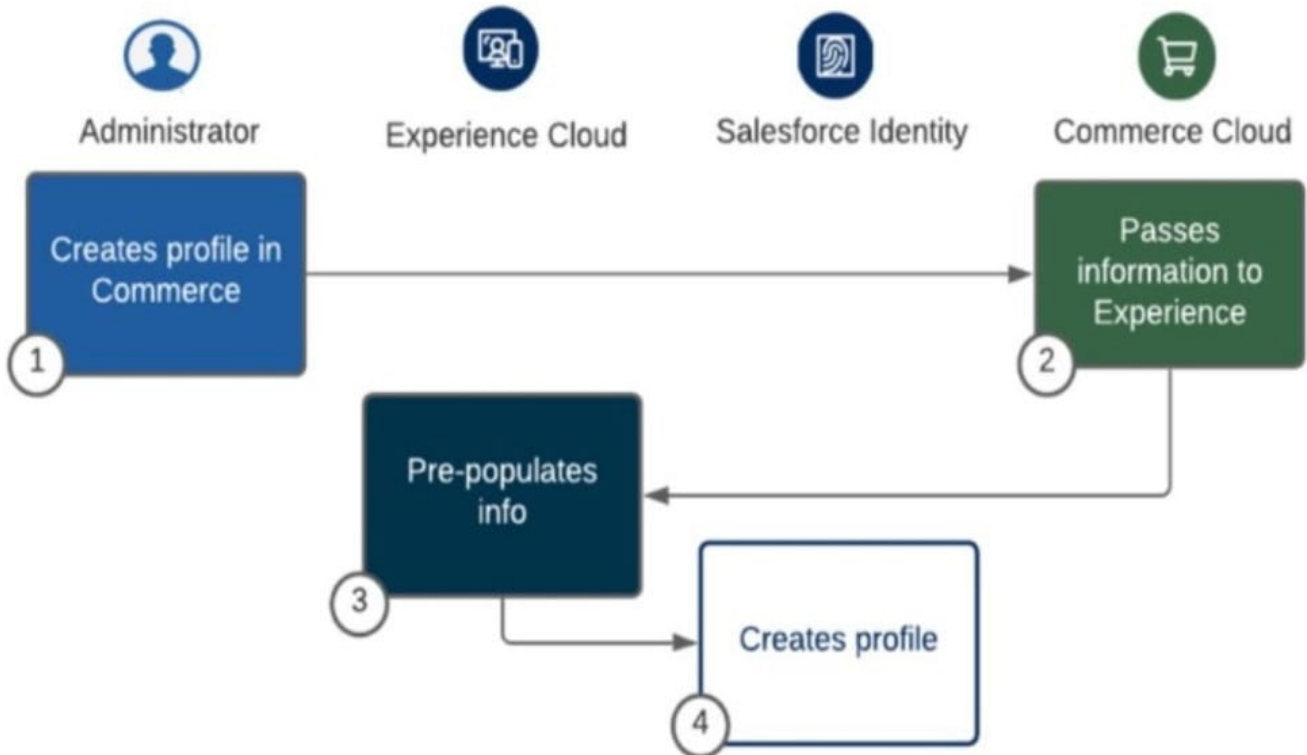
Correct Answer: CD

C. This implementation strategy allows the company to replace their legacy commerce system first, which is their highest priority, and then integrate it with Service Cloud to provide better customer service. By using the Service Cloud Contact ID as the Marketing Cloud Contact Key, the company can ensure a consistent and unified view of the customer across the Salesforce products when Marketing Cloud is implemented later. D. This implementation strategy allows the company to achieve a unified customer experience across all three clouds from the start, but it also requires more resources and coordination to implement all three clouds at the same time. The primary identifiers for all three clouds must be synced to ensure data consistency and avoid duplication.

References: <https://trailhead.salesforce.com/content/learn/modules/marketing-cloud-contact-management/understand-contacts-and-contact-model-relationships>

#### QUESTION 5

Refer to the image below:



A brand is planning to re-platform their existing website onto B2C Commerce. As part of the re-platform they will create a new social community portal. They are going to implement B2C Commerce, Experience Cloud, and Salesforce Identity.

After reviewing the workflow, which system should a Solution Architect recommend to use as a primary authentication method while attempting to minimize migration of customer profile data?

- A. Salesforce Core Platform/Identity
- B. Salesforce CDP
- C. Salesforce Marketing Cloud
- D. Salesforce B2C Commerce

Correct Answer: A

This answer is correct because it minimizes the migration of customer profile data by using Salesforce Identity as the primary authentication method. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and

Experience Cloud, and it can store customer profile data in a single place. This reduces the need to duplicate or sync customer data across multiple systems.

References:

[https://help.salesforce.com/s/articleView?id=sf.b2c\\_commerce\\_service\\_cloud\\_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5)

[B2C-SOLUTION-ARCHITECT PDF Dumps](#)

[B2C-SOLUTION-ARCHITECT Study Guide](#)

[B2C-SOLUTION-ARCHITECT Exam Questions](#)