Question 1

Universal Containers currently has B2C Commerce and Marketing cloud for their commerce and marketing needs. They are concerned with the amount of abandoned carts they currently have with many of their customers and have requested to implement an abandoned cart solution.

What should a Solution Architect do first to accommodate a scalable and functional abandoned cart solution between B2C Commerce and Marketing Cloud?

Options:

A- Enable Collect Tracking within Marketing Cloud Personalization Builder

B- Install Customer Tracking within Commerce Cloud Cartridge

C- Enable Collect Tracking within Marketing Cloud Email Studio

D- Create Cart Abandonment Emails within Marketing Cloud Email Studio

Answer:

A

Explanation:

Enabling Collect Tracking within Marketing Cloud Personalization Builder is the first step that a Solution Architect should do to accommodate a scalable and functional abandoned cart solution between B2C Commerce and Marketing Cloud. Collect Tracking is a feature that allows Marketing Cloud to track web analytics data from B2C Commerce using collect.js code on the storefront pages. This data can be used to create Abandoned Cart Journeys in Marketing Cloud using Einstein Web Recommendations. The other steps are not necessary or optimal for this solution.

Question 2

Question Type: **MultipleChoice**

A financial services firm with many high net-worth individuals Is about to implement Service Cloud, Marketing Cloud, and Salesforce Platform. Given the nature of the individuals, they are often required to adhere to financial regulations and civil procedures in regards to their dat

a. This often requires restricting their data processing.

Given that requirement, what are three considerations the financial services firm should be aware of when limiting data processing across these clouds?

Choose 3 answers

Options:

A- Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact

B- Consider deleting all of the customer data in order to adhere to the requirements.

C- Restricting data within Service Cloud requires contacting a Service Cloud account representative.

D- Export relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data.

E- Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative.

Answer:

A, D, E

Explanation:

These are three considerations that the financial services firm should be aware of when limiting data processing across these clouds. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact, as deleting a restricted contact will result in an error message. Exporting relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data is a best practice for complying with data requests or regulations. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative, as this feature is not available in the user interface.

Question 3

A university has several branded schools scattered across different colleges. Each of which has its own finances, business processes, and strategies for engaging students. They would like to introduce a university-wide communications strategy that allows their recruitment team to market to potential students globally while allowing each department to recruit existing students for its own programs. They are looking for art environment strategy across their potential purchases of Salesforce and Marketing Cloud.

What should a Solution Architect recommend to meet their needs?

Options:

A- Marketing Cloud and Marketing cloud Connect across multiple connected Salesforce orgs

B- Marketing Cloud with multiple business units connected to multiple existing Salesforce orgs with Marketing cloud Connect

C- Marketing Cloud with multiple business units and a single, consolidated Salesforce org spanning all departments

D- Marketing Cloud and a single, consolidated Salesforce org spanning all departments

Answer:

B

Explanation:

Marketing Cloud with multiple business units connected to multiple existing Salesforce orgs with Marketing Cloud Connect is the option that a Solution Architect should recommend to meet the university's needs. Marketing Cloud allows the university to create and execute personalized marketing campaigns across various channels and audiences. Multiple business units enable the university to have separate sub-accounts for each branded school or department, with different permissions, settings, and content. Multiple existing Salesforce orgs allow the university to maintain their existing finances, business processes, and strategies for each college or school. Marketing Cloud Connect enables the integration between Marketing Cloud and Salesforce orgs, allowing for data synchronization, cross-cloud reporting, and journey activation.

Question 4

Question Type: **MultipleChoice**

Acme Ltd wants to Integrate B2C Commerce, Service Cloud, and Marketing Cloud. A Solution Architect was tasked with optimizing the integration by understand and which cloud is the ideal system of record for each piece of data.

Which two considerations will lead to an optimal design around systems of record?

Choose 2 answers

Options:

A- Lifetime engagement tracking and history, other data for personalization or segmentation should be mastered in Marketing Cloud

B- Heroku should be used to master ecommerce transactions, including order records, customer product affinity, and promotion eligibility

C- User consent information. Customer Journey flow. Counsel and compliance preferences should be mastered in B2C Commerce

D- Store primary attributes (name, address, birthday, phone, and email) about the customer in Service Cloud

Answer:

A, D

Explanation:

Marketing Cloud should be the system of record for lifetime engagement tracking and history, as well as other data for personalization or segmentation, as it is the system that collects and analyzes the customer's interactions and behaviors across multiple channels and touchpoints.Marketing Cloud can also use features like Audience Builder and Contact Builder to create unified customer profiles and segments based on various data sources3. Service Cloud should be the system of record for storing primary attributes (name, address, birthday, phone, and email) about the customer, as it is the system 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 .

Question 5

Given that a company wants the purchase data from B2C Commerce In Sales Cloud, what standard objects from Sales Cloud should a Solution Architect map to B2C Commerce objects?

Options:

A- Individual, Opportunity, Purchase

B- Profile, Order, Opportunity

C- Account, Order, Pricebook

D- Contact, Order, Product

Answer:

D

Explanation:

Contact, Order, and Product are the standard objects from Sales Cloud that a Solution Architect should map to B2C Commerce objects. Contact represents a person who is a customer or a potential customer of the company. Order represents an order placed by a customer for one or more products. Product represents an item or service that the company sells. These objects can be mapped to B2C Commerce objects such as Customer, Order, and Product using the B2C Commerce APIs or the Commerce Cloud Connector.

Question 6

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 too* 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'

Options:

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

Answer:

C

Explanation:

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 7

Question Type: **MultipleChoice**

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

Question 8

Universal Containers (UC) Is utilizing B2C Commerce today and is considering utilizing CDP as a means of unifying all of their systems and recognize their existing customers as individuals across systems. They are about to install the Commerce Cloud CDP Connector and would like to understand how the unified profile process will work.

What configurations should a Solution Architect create to correctly identify unified profiles as individuals between CDP and B2C Commerce?

Options:

A- Create Data Segments within CDP and create customer groups within B2C Commerce with the CDP Data Segments

B- Create Customer Groups within B2C Commerce and create data segments within CDP with CDP Data Segments

C- Create Individuals within CDP and create customer groups within B2C Commerce with the correct segments

D- Create Data Segments within CDP and create customers within B2C Commerce with the CDP Data Segments

Answer:

C

Explanation:

Creating Individuals within CDP and creating customer groups within B2C Commerce with the correct segments are the configurations that a Solution Architect should create to correctly identify unified profiles as individuals between CDP and B2C Commerce. Individuals are the entities that represent a person in CDP and can be created from various data sources using identity resolution rules. Customer groups are the entities that represent a segment of customers in B2C Commerce and can be created using attributes or rules. The Commerce CDP Connector allows for bi-directional synchronization of Individuals and customer groups between CDP and B2C Commerce, enabling a unified profile process.

Question 9

Question Type: MultipleChoice

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?

Options:

A- Marketing Cloud subscriber

B- B2C Commerce customer

C- Experience Cloud user

D- Service Cloud contact

Answer:

D

Explanation:

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 10

Question Type: **MultipleChoice**

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?

Options:

A- Experience Cloud

B- Service Cloud

C- Marketing Cloud

D- B2C Commerce

Answer:

D

Explanation:

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 11

Universal Containers (UC) Is planning a campaign for its newly-launched product categories. They have already run similar campaigns in the past and want to cross-sell this new product to their existing customers. To achieve this, they are creating customer group segments using its e-commerce strategies while adhering to the current customer's compliance preferences for previous campaigns.

Which two products should a Solution Architect include in the architecture to meet UC's needs?

Options:

A- Marketing Cloud and B2C Commerce

B- Marketing Cloud and Service Cloud

C- Marketing Cloud and Sales Cloud

D- Service Cloud and B2C Commerce

Answer:

A

Explanation:

Marketing Cloud and B2C Commerce are the two products that a Solution Architect should include in the architecture to meet UC's needs. Marketing Cloud allows UC to create customer group segments using its e-commerce data and send personalized messages across channels, while adhering to the current customer's compliance preferences for previous campaigns. B2C Commerce enables UC to cross-sell its new product categories on its online storefront and provide a seamless shopping experience for its customers.

Question 12

Question Type: **MultipleChoice**

An organization is considering using the Lead object in Sales Cloud to track customers who have signed up for their newsletter. The goal is to add these customers to a Marketing Cloud nurture campaign. Once they make a purchase, the suggested design is to convert the Lead to a Contact record and associate the resulting Contact with a Marketing Cloud Subscriber.

What recommendation should a Solution Architect make to avoid implementation challenges?

Options:

A- Ensure that the Marketing Cloud Contact associated with the Lead is updated to reference the Contact after conversion.

B- Avoid using the Lead object by creating Contacts with different Record Types for prospects.

C- Delete the Marketing Cloud Contact associated with the Lead object after conversion.

D- Add prospects who have not created an account or made a purchase to Marketing Cloud directly without creating a Lead.

Answer:

A

Explanation:

This option ensures that the Marketing Cloud Contact is linked to the correct Salesforce record after the Lead is converted to a Contact, and that the contact utilization is not affected by duplicate records. The other options can result in data loss, inconsistent reporting, or unnecessary complexity.