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QUESTION 77

A university is considering using Experience Cloud so its students can interact with advisors who have Service Cloud licenses. The university would like to offer the easiest path for existing students to log in while still maintaining security. They have an on-premises Active Directory identity provider and use Google Workspace (formerly known as G Suite) for student email addresses.

What should a Solution Architect recommend?
* Implement Social Sign On with Openld Connect and Google Workspace as Auth Provider.
* Implement Active Directory and Salesforce Identity for SAML delegated Single Sign On.
* Implement Aloha template for students to access email with Salesforce Authenticator app.
* Implement OAuth 2.0 authentication protocol with Google Workspace as Service Provider.

QUESTION 78

Northern Trail Outfitters (NTO) is a clothing and outdoor specialist retailer. NTO has had success with its B2C store using B2C Commerce, supported by Service Cloud and Marketing Cloud for customer service and email campaigns, respectively. Now, NTO wants to increase its revenue by making personalized product recommendations using Einstein Web & Email Recommendations in Marketing Cloud. These recommendations should be consistent across email, storefront, and service console.

Which two things should a Solution Architect consider before recommending this approach?

Choose 2 answers
* The service console will need a customized Lightning component to display the recommendations,
* Product Catalogs can be configured natively to sync from B2C Commerce to Marketing Cloud using a point and click configuration.
* Each storefront should be linked to its own Marketing Cloud Business Unit to ensure relevant recommendations.
* Email should be used as the unique identifier since B2C Commerce and Service Cloud may not have the Marketing Cloud Contact Key.
a. The service console does not have a native integration with Einstein Web & Email Recommendations, so a customized Lightning component is needed to display the recommendations based on the customer’s browsing and purchase history. C. Each storefront should be linked to its own Marketing Cloud Business Unit to ensure relevant recommendations based on the product catalog and customer behavior of each market. This also provides data segregation and customization for each storefront. Reference:
https://help.salesforce.com/s/articleView?id=sf.mc_pb_einstein_web_recommendations.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_pb_product_catalog.htm&type=5

QUESTION 79

A customer is using B2C Commerce, Marketing Cloud, Service Cloud, and Experience Cloud. They would like to leverage Salesforce CMS to create common content that can be leveraged across customer touchpoints.

Which two products can leverage Salesforce content without custom integration?

Choose 2 answers
* Experience Cloud
* B2C Commerce
* Marketing Cloud
* Service Cloud
Salesforce CMS is a product that allows creating, managing, and delivering content across different channels and devices. Salesforce CMS can create common content that can be leveraged across customer touchpoints, such as websites, portals, apps, etc. The products that can leverage Salesforce content without custom integration are:

Experience Cloud: Experience Cloud is a product that allows creating branded websites and portals for customers, partners, or employees. Experience Cloud can leverage Salesforce content without custom integration, by using CMS Connect or CMS Collections to display content from Salesforce CMS on Experience Cloud pages.

B2C Commerce: B2C Commerce is a product that allows creating ecommerce websites and storefronts for online shopping. B2C Commerce can leverage Salesforce content without custom integration, by using CMS Connect or CMS Collections to display content from Salesforce CMS on B2C Commerce pages.

Option C is incorrect because Marketing Cloud is a product that allows creating and delivering personalized marketing campaigns across different channels and devices. Marketing Cloud cannot leverage Salesforce content without custom integration, as it requires using APIs or custom code to access content from Salesforce CMS. Option D is incorrect because Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud cannot leverage Salesforce content without custom integration, as it requires using APIs or custom code to access content from Salesforce CMS. Reference:

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

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

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

QUESTION 80

A company wants to Implement B2C Commerce and Service Cloud and connect the systems with their existing Instance of Marketing Cloud.

Which two tactics should a Solution Architect recommend to model a customer across all three systems? Choose 2 answers
* Migrate the Subscriber Key in Marketing Cloud to be the Service Cloud Contact or Person Account ID.
* Use Customer 360 Data Manager to assign the Global Party ID and use it as a primary key across all systems including the new Subscriber ID in Marketing Cloud.
* Using Service Cloud as a central point hold unique identifiers from all systems including the Service Cloud Contact or Person Account ID and B2C Commerce CustomerNo and Customer ID
* Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.

QUESTION 81

A company had strong new-customer growth for the year but has noticed that lifetime value has been declining. They want to run automated re-engagement campaigns with customers who made purchases in the last 24 months but are unsure of where to start. They have Service Cloud, Marketing Cloud, and B2C Commerce implemented and recently began using Tableau CRM (formerly Einstein Analytics).

Which two recommendations should a Solution Architect provide to the company to improve the success of the automated campaign? Choose 2 answers
* Configure Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder
* Use SMS as a channel due to its significantly higher engagement rate as compared to email
* Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
* Consider using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months
Option A is correct because configuring Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder is a valid recommendation to improve the success of the automated campaign. Einstein Retargeting Recommendations uses machine learning to identify customers who are likely to purchase again based on their past behavior and preferences, and automatically creates segments for Journey Builder to send personalized messages and offers.

Option D is correct because using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months is a valid recommendation to improve the success of the automated campaign. Einstein Discovery uses advanced analytics and AI to analyze data from multiple sources and generate predictive insights and recommendations. A retargeting score can help the company prioritize and target customers who have a high probability of buying again.

Option B is incorrect because using SMS as a channel due to its significantly higher engagement rate as compared to email is not a valid recommendation to improve the success of the automated campaign. SMS may have a higher engagement rate than email, but it also has a higher cost and a lower personalization potential. SMS should be used sparingly and strategically for time-sensitive or urgent messages, not for general re-engagement campaigns.

Option C is incorrect because generating personalized coupon codes in B2C Commerce and sending them through Marketing Cloud

to be able to effectively track impact of campaigns is not a valid recommendation to improve the success of the automated campaign. Personalized coupon codes may increase conversions and loyalty, but they also reduce margins and profitability. Coupon codes should be used selectively and carefully for customers who have a high lifetime value or a high retargeting score, not for all customers who made purchases in the last 24 months.

Reference:

[Get Started with B2C Solution Architect Cert Prep – Trailhead]

[Certification – B2C Solution Architect – Trailhead]

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QUESTION 82

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
* B2C Commerce
* Service Cloud
* Experience Cloud
* Marketing Cloud
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. Reference:

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 83

At Universal Containers, each admin and developer use a separate developer pro sandbox. Configuration and code are then migrated to a partial data sandbox for combination and initial testing. Once approved the configuration and code are then migrated to a full copy sandbox for final load and regression testing before going to production.

when should the full copy sandbox be refreshed?
* After each push from the partial data sandbox.
* After user acceptance testing is complete.
* After each major release to production.

* After a new user is added to production.

This answer is correct because it is a recommended time to refresh the full copy sandbox. Refreshing the full copy sandbox after each major release to production can help ensure that the sandbox has the most updated data and metadata from production, which can facilitate testing and development activities. Refreshing the full copy sandbox too frequently can be costly and time-consuming, as it consumes a lot of storage space and requires data masking or anonymization. Reference: https://help.salesforce.com/s/articleView?id=sf.data_sandbox_implementation_tips.htm&type=5

QUESTION 84

A company wants to send a coupon code to VIP customers who have abandoned their cart. The company also wants to track email open and forward count, as well as disable the coupon code after a single use.

Which set of platforms and native services should a Solution Architect recommend to satisfy these requirements?

* Service Cloud for customer segmentation; third-party service for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Service Cloud to track email opens and forwards.

* Marketing Cloud for customer segmentation; B2C Commerce for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Marketing Cloud to track email opens and forwards.

* B2C Commerce for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Service Cloud to track email opens and forwards.

* Marketing Cloud for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce to send abandoned cart emails; Tableau CRM to track email opens and forwards.

B is correct because Marketing Cloud can be used for customer segmentation based on VIP status and cart abandonment behavior. B2C Commerce can be used for creation of coupon codes using promotion rules and coupon code restrictions. B2C Commerce and Marketing Cloud functionalities can be used to send abandoned cart emails using the Marketing Cloud Connector cartridge and the Abandoned Cart Journey template. Marketing Cloud can track email open and forward count using tracking metrics.

A is incorrect because Service Cloud is not used for customer segmentation or creation of coupon codes. Service Cloud is used for customer service and case management.

C is incorrect because B2C Commerce is not used for customer segmentation or creation of coupon codes. B2C Commerce is used for online shopping and order management.

D is incorrect because Tableau CRM is not used to track email open and forward count. Tableau CRM is used for data analysis and visualization.

Reference:

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

2: https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/coupons/b2c_creating_coupon_codes.html

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

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

QUESTION 85

Northern Trail Outfitters (NTO) wants to integrate its product information management (PIM) system with B2C Commerce so

shopping experiences can be relevant, personalized, and seamless across channels. They need the ability to search for product deltas in the PIM system and reflect those changes in B2C Commerce on a scheduled basis. The Solution Architect recommends using MuleSoft Accelerator for B2C Commerce for this integration.

Which two benefits should the Solution Architect highlight about API-led connectivity while implementing the MuleSoft accelerator for B2C Commerce?

Choose 2 answers
* It enables self-service and an increase in productivity through reusable microservices and APIs.
* It lets the business quickly integrate different systems without involving IT.
* It offers a template-driven approach for development.
* It enforces a distributed approach and allows for the creation of Experience APIs, Data APIs, and System APIs.
API-led connectivity is a method of connecting data to applications through reusable and purposeful APIs. MuleSoft Accelerator for Salesforce B2C Commerce Cloud is a solution that uses API-led connectivity to integrate B2C Commerce with other systems such as PIM, ERP, or Service Cloud. The benefits of API-led connectivity while implementing the MuleSoft accelerator for B2C Commerce are:

It enables self-service and an increase in productivity through reusable microservices and APIs. API-led connectivity allows developers to create modular and reusable microservices and APIs that can be easily discovered, accessed, and composed by other developers or business users. This reduces duplication of effort, increases agility, and accelerates time to market.

It enforces a distributed approach and allows for the creation of Experience APIs, Data APIs, and System APIs. API-led connectivity follows a distributed approach that decouples data sources from data consumers, enabling greater scalability, flexibility, and security. It also allows for the creation of three layers of APIs: Experience APIs that tailor data to specific channels or devices, Data APIs that orchestrate data from multiple sources, and System APIs that connect to core systems of record.

Option B is incorrect because API-led connectivity does not let the business quickly integrate different systems without involving IT. It requires IT to design, build, and manage the APIs that enable integration. Option C is incorrect because API-led connectivity does not offer a template-driven approach for development. It offers a methodology and a framework for developing APIs based on best practices. Reference:

https://www.mulesoft.com/resources/api/what-is-api-led-connectivity

https://www.mulesoft.com/exchange/org.mule.examples/mulesoft-accelerator-for-salesforce-b2c-commerce-cloud/

QUESTION 86

A customer is currently implementing B2C Commerce and wants to use Marketing Cloud to send triggered emails like the Welcome Email, Order Confirmation, and Order Status Update Email. The customer is not interested in Sales or Service Cloud.

Which three steps are required to configure the Marketing Cloud for B2C Commerce storefront triggered emails?

Choose 3 answers
* Configure data extensions in Marketing Cloud for B2C Commerce objects.
* Extend the B2C Commerce storefront to trigger emails via Marketing Cloud’s journey REST APIs.
* Set up jobs in B2C Commerce to send catalog, product, order, and customer to Marketing Cloud SFTP.
* Copy and paste the Collect Script within the head or body in the website template.
* Update order.export custom object in B2C Commerce with the Marketing Cloud object data extension
b) Extending the B2C Commerce storefront to trigger emails via Marketing Cloud’s journey REST APIs allows the customer to send triggered emails based on customer behavior on the storefront, such as signing up, placing an order, or abandoning

a cart. The REST APIs can also pass data attributes, such as order details or personalization information, to Marketing Cloud. D. Copying and pasting the Collect Script within the head or body in the website template allows the customer to track customer behavior on the storefront using Marketing Cloud's Web & Mobile Analytics feature. The Collect Script can also capture customer attributes, such as email address or contact key, and send them to Marketing Cloud. E. Updating order.export custom object in B2C Commerce with the Marketing Cloud object data extension allows the customer to map order data from B2C Commerce to Marketing Cloud using a point-and-click configuration in Business Manager. This enables order data synchronization between B2C Commerce and Marketing Cloud. Reference:

https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration

https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api

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

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

QUESTION 87

A merchant using B2C Commerce and Service Cloud has a requirement for service agents to order products on behalf of shoppers. In the envisioned scenario, a shopper contacts the service center with an order request, the agent uses the Service Console to find the shopper's account, and initiate an order on behalf of the shopper using payment information provided by the shopper. The merchant is considering the B2C Commerce – Service Cloud Connector for this implementation.

Which three considerations should a Solution Architect keep in mind prior to implementation? Choose 3 answers
* Guests or anonymous storefront shoppers are not supported in this scenario.
* B2C Commerce needs to be registered as a remote site.
* Service agents need a corresponding storefront login mapped to their Service Cloud user record.
* The Service Cloud Connector only supports Person Accounts as a customer model.
* The Service Cloud Connector only supports contacts as a customer model.

QUESTION 88

A customer has been using Marketing Cloud with their existing (non-Salesforce) ecommerce site for more than 3 years and is now implementing Service Cloud to help improve the quality of support given to their customers. While Service Cloud will be integrated with the ecommerce site and they want to use many Marketing Cloud Connect features, the customer is insisting on continuing to use the existing integration between the ecommerce site and Marketing Cloud until they move to Salesforce B2C Commerce (planned for the coming 2 years).

Which two concerns should the Solution Architect raise with the customer considering the approach they want to take?

Choose 2 answers
* Additional Matching rules will need to be implemented in Service Cloud to ensure identities are merged before messaging in Marketing Cloud.
* Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents.
* Journey Builder will need to be used to update the Contact Key directly in Marketing Cloud to ensure the existing ecommerce site integration can continue to be used.
* Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date.
b) Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents. Marketing Cloud Connect can only track email sends that are initiated from Marketing Cloud or Salesforce CRM, not from an external ecommerce site. This means that the Service Agents will not have a complete view of the customer's email interactions or preferences. D. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date. Marketing Cloud Connect uses the Salesforce Contact ID or

Lead ID as the contact key in Marketing Cloud, which is a unique identifier for each contact or lead. If the existing ecommerce site integration uses a different identifier, such as email address or customer ID, then it may create duplicate contacts in Marketing Cloud when syncing with Service Cloud. This can affect the contact count, billing, and personalization in Marketing Cloud. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_sync_leads_and_contacts.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5

QUESTION 89

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?
* Tooling API
* REST API
* SOAP API
* Streaming API

QUESTION 90

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
* 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.
* 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 pavload to inform message contents.
* Create an API Integration in Marketing Cloud using Installed Packages that provision access to Marketing Cloud APIs by external systems like B2C Commerce.
* 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.
* Integrate Marketing Cloud and B2C Commerce to provide Marketing Cloud with B2C Commerce order and customer information on a nightly basis via SFTP.
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.

Reference:

Get Started with B2C Solution Architect Cert Prep – Trailhead

Certification – B2C Solution Architect – Trailhead

QUESTION 91

A company wants to Implement B2C Commerce and Service Cloud and connect the systems with their existing Instance of Marketing Cloud.

Which two tactics should a Solution Architect recommend to model a customer across all three systems? Choose 2 answers
* Migrate the Subscriber Key in Marketing Cloud to be the Service Cloud Contact or Person Account ID.
* Use Customer 360 Data Manager to assign the Global Party ID and use it as a primary key across all systems including the new Subscriber ID in Marketing Cloud.
* Using Service Cloud as a central point hold unique identifiers from all systems including the Service Cloud Contact or Person Account ID and B2C Commerce CustomerNo and Customer ID
* Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.
Migrating the Subscriber Key in Marketing Cloud to be the Service Cloud Contact or Person Account ID allows for a consistent identification of customers across both systems. This also enables data synchronization and cross-cloud features via Marketing Cloud Connect. Using Service Cloud as a central point to hold unique identifiers from all systems, including B2C Commerce CustomerNo and Customer ID, allows for a single source of truth for customer data and facilitates data integration and reporting across systems. Customer 360 Data Manager is not yet available for B2C Commerce, so option B is not possible. Sending the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce is not necessary if option A is implemented, so option D is not optimal. Reference:

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

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

https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html

QUESTION 92

Northern Trail Outfitters (NTO) wants to upgrade its customer service by providing the opportunity for customers to engage using social messaging channels such as Facebook, WhatsApp, and SMS to resolve issues and ask questions. They already use Marketing Cloud Mobile Connect and Social Studio. Alongside these, the Solution Architect also recommends implementing Digita I Engagement features in Service Cloud.

Which two reasons should a Solution Architect use to justify those recommendations?

Choose 2 answers
* Mobile Connect lacks integration with the service agent console without Digital Engagement

* Mobile Connect only supports outbound messaging in selected countries
* Social Studio does not support 1:1 messaging on the apps listed in the scenario
* Social Studio is limited to listening to social channel and not responding

QUESTION 93

A company has a multi-cloud implementation that involves an Experience Cloud portal, Service Cloud for case management, and Marketing Cloud for customer interaction.

The company wants all changes in Salesforce data-including creation, updates, deletion, and undeletion of a record-to be synchronized to its custom-built retail loyalty application in near-real time without significantly impacting the overall system performance.

Which option is the most appropriate integration mechanism for this scenario?
* Outbound Messages
* Triggered Send Definition
* Apex Trigger Callout
* Change Data Capture

Change Data Capture is an event-driven integration mechanism that allows near-real-time synchronization of Salesforce data changes with external systems. It does not impact the system performance as it uses asynchronous processing and does not require triggers or code. Reference:

https://developer.salesforce.com/docs/atlas.en-us.change_data_capture.meta/change_data_capture/cdc_intro.htm

QUESTION 94

A B2C Commerce merchant has multiple live sites across different brands and geographies all supported by Service Cloud and Marketing Cloud. Unfortunately, the merchant is having customer service challenges caused by fragmented views of the customer. Customers occasionally use alternate email addresses, make purchases as guests, and contact customer service anonymously. The Success Manager believes that Customer

360 Data Manager could help them solve their problem.

How should a Solution Architect describe the role of Customer 360 Data Manager in this context?
* Customer 360 Data Manager can be used to recognize customers as humans and extend existing records related to that human across connected systems with a consistent Global Party ID.
* Customer 360 Data Manager can be used to identify multiple records within each separate system representing the same person and assigning them a consistent Global Party ID; additional custom development is then required to relate those IDs between systems.
* Customer 360 Data Manager cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.
* When Customer 360 Data Manager is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed byCustomer 360 Data Manager.

QUESTION 95

A nonprofit organization uses Experience Cloud for members who would like to set up recurring donations. They integrate with an external payment gateway and want to make sure to offer the utmost security for their members. They also use Pardot for personalized communications, to ensure members have access to the most meaningful content and messages related to their donation history.

Which three options can a Solution Architect recommend to increase security for their existing users?

Choose 3 answers
* Implement high-assurance requirements for Experience Cloud profiles.
* Add a login flow that defines the scope of user access authorized by authentication providers.
* Replace Pardot with Marketing Cloud to implement SMS for multi-factor authentication.
* Maintain GAuth tokens for existing Experience Cloud profiles.
* Develop login flows to change the user’s session security level to initiate third-party identity verification.
Experience Cloud is a product that allows creating and managing digital experiences for customers, partners, employees, and communities. Experience Cloud can be integrated with external payment gateways and Pardot to offer secure and personalized experiences for members who want to set up recurring donations. To increase security for their existing users, a Solution Architect can recommend the following options:

Implement high-assurance requirements for Experience Cloud profiles. High-assurance requirements are settings that define the level of security and identity verification needed for users to access certain pages or features in Experience Cloud. High-assurance requirements can help prevent unauthorized or fraudulent access to sensitive or confidential data or transactions, such as recurring donations.

Add a login flow that defines the scope of user access authorized by authentication providers. A login flow is a process that allows customizing the user login experience in Experience Cloud using various actions, such as collecting information, displaying messages, updating records, etc. A login flow can help define the scope of user access authorized by authentication providers, such as social media accounts or SAML-based identity providers. This can help limit or restrict the access of users based on their authentication method or credentials.

Develop login flows to change the user’s session security level to initiate third-party identity verification. A session security level is a setting that determines the level of security and identity verification required for a user’s session in Experience Cloud. A session security level can be changed using login flows to initiate third-party identity verification, such as SMS verification, email verification, biometric verification, etc. This can help enhance the security and trust of the user’s session and prevent unauthorized or fraudulent access to sensitive or confidential data or transactions, such as recurring donations.

Option C is incorrect because replacing Pardot with Marketing Cloud to implement SMS for multi-factor authentication is not a valid or feasible option to increase security for their existing users. Pardot is a product that allows creating and managing B2B marketing campaigns and activities, such as email marketing, lead generation, lead nurturing, etc. Marketing Cloud is a product that allows creating and managing B2C marketing campaigns and activities, such as email marketing, mobile marketing, social media marketing, etc. Replacing Pardot with Marketing Cloud would not only be costly and complex, but also unnecessary and irrelevant for their use case of setting up recurring donations. Moreover, implementing SMS for multi-factor authentication does not require replacing Pardot with Marketing Cloud, as it can be done using other methods or tools, such as login flows or third-party identity verification services. Option D is incorrect because maintaining GAuth tokens for existing Experience Cloud profiles is not an option or a way to increase security for their existing users. GAuth tokens are tokens that are used by Google Authenticator, an app that generates one-time passwords for two-factor authentication. GAuth tokens are not related to Experience Cloud profiles or their security settings. Reference:

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

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

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

QUESTION 96

A merchant has implemented a custom solution on B2C Commerce, exposing a configurable outdoor table composed of multiple, different SKUs representing the table top, legs, hardware, cover, and optional extended warranty.

On the B2C Commerce storefront, customers can select from any in-stock options for each of the components to create their perfect table before check-out. Although the final product is presented to the customer as one table, inventory is tracked at the component level, and all of the component SKUs must be sent to the Order Management System in the resulting commerce order.
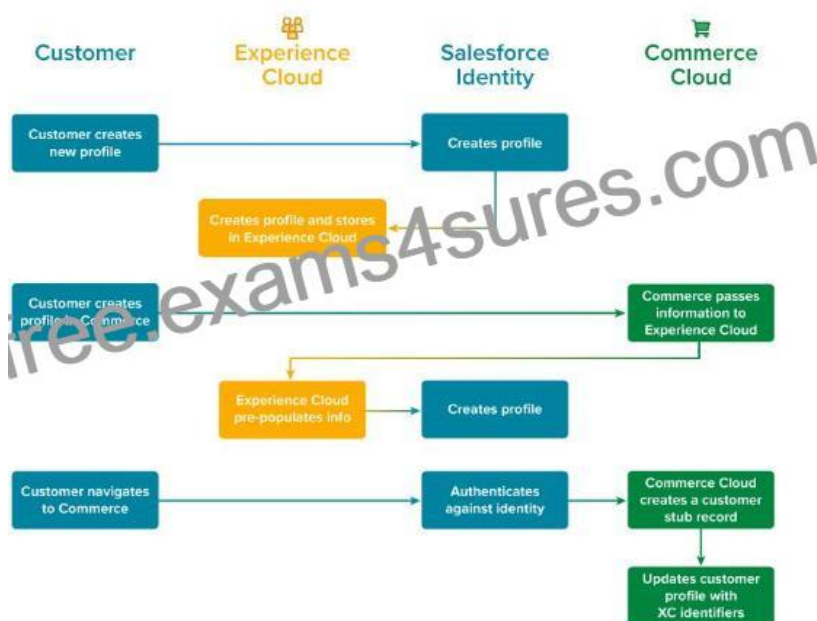
Which two solutions would allow the merchant to make this custom product experience available in Service Cloud to support the customer service rep purchasing and feature review” Choose 2 answers
* Create a custom Open Commerce API {OCAPI) endpoint on B2C Commerce to expose the custom product options and component availability in real time to support a custom experience in Service Cloud.
* Create a custom B2C Commerce job to export custom product component data on a nightly basis and import into Service Cloud to support a custom experience.
* Use hooks to extend the existing Open Commerce API (OCAPI) product endpoint with additional information about the custom product options and component availability in real time to support a custom experience in Service Cloud.
* Use Customer Service Representative (CSR) Order on Behalf Of to access the existing B2C Commerce storefront as a CSR acting on behalf of a customer when making purchases or reviewing custom products.
c) Hooks are a way to extend the existing OCAPI endpoints with custom logic and data. By using hooks, the merchant can add additional information about the custom product options and component availability to the OCAPI product endpoint, which can be consumed by Service Cloud to display the custom product experience. D. CSR Order on Behalf Of is a feature that allows a CSR to access the existing B2C Commerce storefront as a customer and perform actions on their behalf, such as making purchases or reviewing custom products. This feature can be enabled in Service Cloud using the Commerce Cloud Connector. Reference:
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OCAPI/current/usage/Hooks.html
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/CSR/CSRorde
ronbehalfof.html

QUESTION 97

Refer to the exhibit.

A beauty 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 where beauty insiders can view how-to videos, share tips, and favorite products. As part of the overall solution, the beauty brand is going to implement 82C Commerce, Experience Cloud, and Salesforce Identity.

Each beauty insider can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses.

Which application should a Solution Architect recommend to set up the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data?
* Salesforce Identity
* Service Cloud
* Experience Cloud
* B2C Commerce

Option D is correct because B2C Commerce should be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. B2C Commerce is the first point of contact for customers who register an account before making their first purchase, and it can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses. B2C Commerce can also integrate with Experience Cloud and Salesforce Identity to provide a consistent and secure user experience across the social community and the ecommerce site.

Option A is incorrect because Salesforce Identity should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Salesforce Identity is mainly used for authentication and identity management purposes, not for storing and updating customer profile and commerce information. Salesforce Identity can also integrate with Experience Cloud and B2C Commerce to provide a single sign-on (SSO) experience for customers across the social community and the ecommerce site.

Option B is incorrect because Address book should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Address book is not a system or an application, but rather a feature or a data element that can be stored and updated in B2C Commerce or other Salesforce clouds.

Option C is incorrect because Wishlist should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Wishlist is not a system or an application, but rather a feature or a data element that can be stored and updated in B2C Commerce or other Salesforce clouds.

Reference:

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QUESTION 98

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and wants to deliver integrated customer experiences across all three products. The company has one B2C Commerce realm serving two storefronts, a Salesforce org, and a Marketing Cloud instance with a single business unit that leverages email address as a subscriber key. None of these Salesforce Clouds are integrated. The company is also interested in integrating with Customer 360 Data Manager.

Which two Marketing Cloud implementation recommendations should a Solution Architect present to the company to adjust their architecture to adhere to Salesforce multi-cloud integration best practices?

Choose 2 answers
* Marketing Cloud should serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier.
* Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit.
* Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices.
* B2C Commerce should integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront.
Option B is correct because Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit. This is a recommended practice to enable multi-brand marketing campaigns and segmentation based on different storefronts and customer profiles.

Option C is correct because Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices. This is a recommended practice to enable data integration and identity resolution across multiple Salesforce clouds using Customer 360 Data Manager. Email address is not a suitable subscriber key for multi-cloud scenarios, as it may change over time or be shared by multiple customers.

Option A is incorrect because Marketing Cloud should not serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier. This is not a recommended practice, as it would create data quality issues, security risks, and integration challenges across multiple Salesforce clouds. Customer email addresses are also not suitable as a multi-cloud customer identifier, as they may change over time or be shared by multiple customers.

Option D is incorrect because B2C Commerce should not integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront. This is not a recommended practice, as it would create data duplication, synchronization issues, and performance impacts across multiple Salesforce clouds. B2C Commerce should integrate with Service Cloud or Customer 360 Data Manager to create or update customer records based on their actions on the storefront.

Reference:

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