



Welcome to download the Newest Certificationstime B2C-Solution-Architect dumps
<https://certificationstime.com/updated/b2c-solution-architect-exam-dumps-pdf/>

Exam Questions B2C-Solution-Architect

Salesforce Certified B2C Solution Architect (SP21)

<https://certificationstime.com/>





Welcome to download the Newest CertificationsTime B2C-Solution-Architect dumps
<https://certificationstime.com/updated/b2c-solution-architect-exam-dumps-pdf/>

QUESTION 1

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 make for the automated campaign? Choose 2 answers

- A. Configure Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder
- B. Use SMS as a channel due to its significantly higher engagement rate as compared to email
- C. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
- D. Consider using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months

Correct Answer: A,B

QUESTION 2

A Solution Architect is working on a project that will use Service Cloud and Marketing Cloud. The company is concerned about its service agents' productivity, since they will sometimes also require access to Marketing Cloud. The company wants the Solution Architect to implement a solution that lets agents authenticate and access all systems with the least possible clicks. The company wants agents to confirm their identity using multi-factor authentication (MFA) upon logging in to either system. Which three activities does the Solution Architect need to complete in order to meet the company's requirements?

Choose 3 answers

- A. Enable SSO on both Service Cloud and Marketing Cloud.
- B. Define which system is acting as an identity provider (IDP).
- C. Configure Marketing Cloud Connect,
- D. Enable Active Directory Federation Services (ADFS) and Salesforce Event Monitoring on the identity provider (IDP)
- E. Enable MFA on the identity provider (IDP).

Correct Answer: A,C,E

QUESTION 3

A company is using both Service Cloud and B2C Commerce but they are not using Mulesoft or any other integration middleware and do not plan on adding that in the near future. However, there is a need to keep customer records in sync across both Service Cloud and B2C Commerce. When a change to the customer record in Service Cloud takes place, such as an updated customer name, the same customer record should be updated in B2C Commerce. Assume that there is a common ID that uniquely identifies the customer across the two systems. How should a Solution Architect deliver the desired functionality?

- A. Send a platform event from Service Cloud and subscribe to the platform event in B2C Commerce using the built-in functionality
- B. Develop a custom solution in Service Cloud to consume and communicate with B2C Commerce APIs
- C. Send an Outbound Message from Service Cloud and catch and handle the Outbound Message using the B2C Commerce APIs
- D. Use change data capture to send a message from Service Cloud and catch and handle the message using B2C Commerce Service Cloud Connector

Correct Answer: A

QUESTION 4

An insurance company needs the ability to relate contacts to their workplace to track which services are paid by the employee benefits. Contacts receive emails to notify them of new policy offerings. Agents also need to relate adults in the same household who share access to financial resources and policy information to sign them up for the right policies. Adjusters need the ability to see and respond to claims from anyone in the household. Independent agents need daily access to customer data as well. Customers also need periodic access to claims and policy information for their household. The company also wants to track what data searches are performed by agents and adjusters on the platform to analyze their work. Which products should a Solution Architect recommend in addition to Insurance for Financial Services and Experience Cloud to meet these needs?

- A. Shield and Event Monitoring Analytics App, Pardot
- B. Digital Engagement, Shield with Splunk, Social Engagement Studio
- C. REST API Event Monitoring and Tableau CRM, Marketing Engagement Studio
- D. Salesforce Field Service, Shield Encryption at rest. Digital Engagement

Correct Answer: A

QUESTION 5

During discovery conversations an organization notes that they want to create a custom survey around their customer's preferences to help improve product recommendations, marketing journeys, and customer service upsell opportunities. They want to house the survey responses in their Salesforce ecosystem so they can run reports. They plan on having two teams manage the survey and change questions twice a year. Which three questions should a Solution Architect ask to ensure they understand the requirements well enough to design an appropriate multi-cloud solution?
Choose 3 answers

- A. Will the teams need the ability to change designs?
- B. Does the team need front-end development capabilities?
- C. How many survey responses would you anticipate in a peak 24-hour period?
- D. Will you ever have more than nine possible answers for a survey question?
- E. How often do you update surveys?

Correct Answer: C,D

Full Access:

<https://certificationstime.com/updated/b2c-solution-architect-exam-dumps-pdf/>