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Topic Break Down

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Topic 1, Discovery	20
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QUESTION NO: 1

A company has Person Account set up on their Sales Cloud and they now want to mapsubscriber data in Marketing Cloud. What should a Solution Architect recommend?

A. Sync Subscriber object.

B. A Sync Person Account object.

C. Sync Individual object.

D. Sync Contact object.

ANSWER: B

Explanation:

Sync Person Account data is the appropriate recommendation because Person Accounts represent individual consumers in Sales Cloud by combining account and contact characteristics in one record model. When Marketing Cloud Connect is used with an integrated Sales Cloud org, Person Account data can be synchronized for use in Marketing Cloud, allowing the organization to make person-level CRM attributes available for subscriber segmentation, personalization, and journey activities. The implementation should account for the Person Account configuration in the connected CRM org and use the synchronized data in Contact Builder and related Marketing Cloud activities according to the organization's selected subscriber key and contact model. This avoids treating a business-account relationship as the source for an individual subscriber when the CRM's authoritative customer record is a Person Account. Salesforce's Person Accounts guidance for Marketing Cloud Connect describes the considerations and setup for working with these records in Marketing Cloud. See Person Accounts and Marketing Cloud Connect and Salesforce's Synchronized Data Sources documentation.

QUESTION NO: 2

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

ANSWER: A

Explanation:

Salesforce Core Platform/Identity is the appropriate primary authentication method because Salesforce Identity provides a centralized identity layer for authenticating users across connected Salesforce and external applications. In this architecture, it can serve as the common identity provider for both the Experience Cloud community and B2C Commerce, allowing customers to use one set of credentials and supporting single sign-on across the brand's digital properties.

Using Identity as the authentication authority reduces the need to duplicate or fully migrate customer credential and profile records into each application. Instead, the implementation can establish identity federation and account-linking patterns, while each consuming platform retains only the customer information it requires for its own business functions. This supports a lower-risk re-platforming approach: existing customer identities can remain managed in the chosen central identity store, and B2C Commerce can focus on commerce-specific customer and transactional data.

Salesforce Identity supports standards-based authentication and single sign-on capabilities, which are designed for this type of cross-application access model. Salesforce also documents how identity capabilities integrate with Experience Cloud

external users and connected applications. See the Salesforce Identity Overview and the Salesforce single sign-on documentation.

QUESTION NO: 3

A company contracted with a Satesforce implementation partner. A Solution Architect and a functional architect from the partner firm met with the business and IT stakeholders in the initial business discovery workshop. During that time, the Solution Architect gathered requirements about how the system needs to function in Salesforce with data flowing to downstream systems. The company also provided sketches of a potential user interface they want to see.

Which three actions should the Solution Architect take to ensure the right solution can be delivered?

Choose 3 answers

A. Capture functional specifications that contain business processes and expectations of how they translate to user interface behavior.

B. Design theannotated wireframes of the current user interface and finalize the future state data architectures.

C. Ask the company to describe system integrations and primary source of records to support business requirements.

D. Investigate the challenges that the company is experiencing with their existing setup and understand how they expect the future solution to solve those challenges.

E. Thank the company for providing solution specifications and deliver those to the technical team.

ANSWER: A C D

Explanation:

Capturing functional specifications that contain business processes and expectations of how they translate to user interface behavior is essential because stakeholder sketches are an input to discovery, not a complete implementable design. The Solution Architect should document the business processes, users' goals, expected behaviors, and acceptance-oriented details so that the proposed Salesforce experience can be validated against the underlying business need.

Asking the company to describe system integrations and primary source of records to support business requirements establishes critical architecture facts early. A solution that sends data to downstream systems must define system boundaries, ownership of data, integration touchpoints, and the direction and timing of information flow. This enables a design that supports reliable data management and integration decisions.

Investigating the challenges that the company is experiencing with their existing setup and understanding how they expect the future solution to solve those challenges keeps the solution outcome-focused. Discovery should identify current-state pain points, desired future-state capabilities, constraints, and measurable business value. Together, these activities give the team a validated foundation for translating requirements into a feasible Salesforce solution. Salesforce guidance on discovery and solution design is available in Trailhead's Solution Design Process and its Salesforce Architect fundamentals.

QUESTION NO: 4

Northern Trail Outfitters (NTO) wants to unify customer data with a single identity for each customer across their ecommerce sites and their communities. Communities are treated as an identity provider (IDP) for commerce. The communities also allow self-service support for products via knowledge articles and crowd-sourced Knowledge and Chatter.

For which customer data should Experience Cloud be the system of record?

A. Authentication credentials

B. Address book

C. Wishlist

D. Payment information

ANSWER: A

Explanation:

Authentication credentials should be mastered by Experience Cloud because the scenario explicitly establishes the community as the identity provider for commerce. An identity provider is responsible for establishing and verifying a user's identity during sign-in, then issuing the authentication context or assertion that a relying application, such as an ecommerce site, uses to recognize that user. Keeping credentials and authentication policy under the Experience Cloud identity domain enables one login identity to be used consistently for community access and connected commerce experiences.

Experience Cloud is built on Salesforce's identity capabilities, including external-user authentication, registration, login flows, and single sign-on integrations. This makes it appropriate to manage the identity record and the credentials or federated authentication relationship associated with that identity. The commerce application can rely on the authenticated identity rather than creating a separate credential set, supporting the stated goal of a unified customer identity across channels. Salesforce describes how an Experience Cloud site can act as an identity provider for connected applications in its Experience Cloud identity-provider documentation. Additional identity and SSO concepts are covered in the Salesforce Single Sign-On Developer Guide.

QUESTION NO: 5

A B2C Commerce merchant is integrating with an external shipping-rate provider. The provider requires basic authentication, has a five-second response-time expectation, and occasionally experiences service interruptions.

Which three Service Framework configuration steps should a Solution Architect recommend?

Choose 3 answers

A. Create a Service Credential for the shipping provider authentication information.

B. Create a Service Profile with the appropriate timeout and service-protection settings.

C. Create a Service Definition that associates the endpoint with the configured credential and profile.

D. Store the provider password in the cartridge source code so the service can be called from any environment.

E. Invoke the shipping provider directly from browser JavaScript to avoid Service Framework configuration.

ANSWER: A B C

Explanation:

A Service Credential should be configured to store the shipping provider's authentication information outside code. A Service Profile should then define the operational behavior for the call, including the timeout and service-protection settings appropriate for the provider. These settings allow the merchant to avoid waiting indefinitely for a remote dependency and to control how the storefront behaves when the provider is unavailable.

Finally, a Service Definition should be created to associate the service endpoint with the Service Credential and Service Profile. Cartridge code invokes the named service through the Service Framework, which centralizes service configuration, logging, credential management, and operational controls. Salesforce documents these Service Framework components in the B2C Commerce Web Services and Service Framework documentation.

QUESTION NO: 6

A global pharmaceutical company wants to roll-out online shopping for customers in multiple countries and needs a quick return on investment (ROI). The company is considering how to market products from prenatal vitamins to drug therapies that improve neonatal outcomes.

Eachcountry has its own regulations around marketing and online sales. Some countries may not allow marketing to Individuals, but will allow marketing to healthcare providers and have different regulations for various channels and touchpoints. In some countries, they are allowed to use curated social content tor product ratings and discussions. In

addition, branding Is uniquely defined In each country so the company would like to combine ecommerce with existing content management systems.

What strategy should aSolution Architect recommend to solve these needs?

A. B2C Commerce, Marketing Cloud, and Experience Builder with multi-Currency and translation workbench.

B. Headless B2C Commerce. LINK cartridges. SFRA-style development with Heroku and MuleSoft.

C. Multi-org approach with Partner and Customer Communities, B2C Commerce, Heroku, and Mulesoft for SFKA-style development.

D. Multi-org approach with Service Cloud, LINK cartridges and translation workbench, and Partner and Customer Communities.

ANSWER: B

Explanation:

Headless B2C Commerce, LINK cartridges, SFRA-style development with Heroku and MuleSoft is the appropriate strategy because it separates commerce capabilities from the country-specific presentation and content layers. With a headless approach, B2C Commerce can provide core catalog, pricing, cart, checkout, and order capabilities through APIs while each country uses its existing CMS to control local branding, approved content, and channel-specific experiences. This supports regulated-market requirements because content and customer journeys can be tailored independently for consumer and healthcare-provider audiences without duplicating the core commerce implementation.

LINK cartridges provide a reusable integration approach for connecting commerce storefronts to external capabilities, including approved review, ratings, social-content, payment, tax, or other localized services. SFRA provides a proven B2C Commerce storefront foundation where a traditional storefront is needed, enabling faster delivery through its modular architecture and established implementation patterns. MuleSoft can orchestrate and govern integrations among commerce, enterprise, regulatory, and country-specific systems, while Heroku can host custom services or applications that do not belong in the commerce platform. Together, these components balance rapid ROI with the flexibility needed for country-level compliance and differentiated brand experiences. Salesforce describes headless commerce architecture in its Headless Commerce Overview and documents the storefront framework in the SFRA documentation.

QUESTION NO: 7

Northern Trail Outfitters (NTO) has an ERP application where all customer orders are stored. There are millions of older records stored in the ERP application and some customers may have thousands of individual orders. Additionally, some orders contain personally identifiable information (PII) that, due to company policy, can only be stored in ERP. NTO would like the five most recent orders displayed on the account page in Salesforce.

What are three justifications for using Salesforce Connect in this solution?

Choose 3 answers

A. Accessing external data using workflows and triggers
B Need access to all external data in near real-time

B. Integrating external data without writing custom code

C. The external data is changing frequently

D. Need real-time access to a small fraction of external data

ANSWER: B C D

Explanation:

Integrating external data without writing custom code is a valid Salesforce Connect use case because Salesforce Connect provides declarative external objects and external data sources. With a supported adapter, such as OData, administrators can configure access to ERP data and expose it in Salesforce without building and maintaining a full custom integration or copying all order records into Salesforce.

The external data is changing frequently supports using Salesforce Connect because external objects access the source system at query time. The account page can therefore show current order information from the ERP rather than relying on a replicated Salesforce data set that could become stale and would require synchronization processing.

Need real-time access to a small fraction of external data directly matches this requirement: users need only the five most recent orders for an account, while the ERP holds millions of historical orders. Salesforce Connect enables on-demand access to the relevant records without storing the entire order history in Salesforce. This approach also helps preserve the policy that PII remains in the ERP, because the external order data is referenced rather than replicated into Salesforce. See Salesforce's Salesforce Connect overview and External Objects documentation.

QUESTION NO: 8

Northern Trail Outfitters (NTO) is implementing B2C Commerce and Service Cloud as part of an IT transformation project focused on improving the customer experience across all channels. As part of the Service Cloud implementation, there will also be a service portal implemented using Experience Cloud so that customers can better self-serve for the most common use cases. NTO customers are also heavily engaged on social services, so anything that can help them use their existingsocial accounts to log in will be essential to a great customer experience.

Which two things should a Solution Architect recommend to cover NTOs identity needs?

Choose 2 answers

A. Define a user registration handler to support user provisioning and authentication via social services like Google and Facebook.

B. Leverage Salesforce Identity as the identity provider to centralize authentication for both Experience Cloud and B2C Commerce in one place.

C. Leverage B2C Commerce as the identity provider for bothStorefront and the Service Portal.

D. Use Salesforce CDP, which automatically syncs profiles and authentication information across systems.

ANSWER: A B

Explanation:

Define a user registration handler to support user provisioning and authentication via social services like Google and Facebook. Experience Cloud can use authentication providers to let external users authenticate through supported social identity providers. After successful authentication, a registration handler supplies the Apex logic that Salesforce uses to find an existing user or create and update the appropriate external user record. This lets NTO offer a low-friction, familiar social sign-in journey while ensuring portal users are provisioned consistently with its account and access model. Salesforce documents the required registration-handler interface and the user-data information made available during this process in its Auth.RegistrationHandler reference.

Leverage Salesforce Identity as the identity provider to centralize authentication for both Experience Cloud and B2C Commerce in one place. A central identity layer provides a consistent authentication authority across NTO's customer-facing applications, enabling a unified sign-in experience and reducing the need to maintain separate credentials and authentication policies for the service portal and commerce storefront. Salesforce Identity supports standards-based single sign-on and identity-provider capabilities, so it is an appropriate architectural foundation for federating access to connected applications. See Salesforce's Identity Provider documentation for its identity-provider and SSO capabilities.

QUESTION NO: 9

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

ANSWER: C

Explanation:

Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm is correct because the Marketing Cloud Connector is organized around the individual B2C Commerce site, rather than requiring a separate Marketing Cloud tenant or a business unit at the realm level. Each storefront can be associated with its own Marketing Cloud business unit, allowing country-specific audiences, subscriber management, content, journeys, and messaging preferences to remain appropriately separated for Australia, New Zealand, and Singapore.

A single tenant also provides a centralized Marketing Cloud account hierarchy and governance model while preserving local execution through site-level business units. The fact that the sites reside in two B2C Commerce realms does not itself require the marketing organization to be split into separate Marketing Cloud tenants. The architect should configure the connector relationships so each site uses the business unit intended for that market, then manage shared assets and enterprise-level controls from the parent account as needed. This model supports scalable expansion if additional country sites are introduced later.

Salesforce documents the B2C Commerce and Marketing Cloud integration model in its B2C Commerce Marketing Cloud Connector documentation and describes account and business-unit concepts in Marketing Cloud account documentation.

QUESTION NO: 10

An existing Salesforce customer has B2C Commerce, Service Cloud, and Marketing Cloud, but none of their customer data is integrated. Marketing Cloud has around 2 million subscribers using email address as the subscriber key, B2C Commerce has 750,000 registered customers, and Service Cloud only has records for about 50.000 customers who have previously created support cases or contacted customer service.

What is the optimum sequence of events a Solution Architect should follow when integrating customer data across these systems?

A. Contact IDs into Marketing Cloud, Load B2C Commerce customers into Service Cloud, Enable Marketing Cloud Connect

B. Load B2C Commerce customers into Service Cloud, Load Marketing Cloud Subscribers Into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Marketing Cloud Subscriber Key Migration, Enable Marketing Cloud Connect

C. Load B2C Commerce customers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Marketing Cloud Subscriber Key Migration, Load Marketing Cloud Subscribers into Service Cloud, Enable Marketing Cloud Connect

D. Marketing Cloud Subscriber Key Migration, Enable Marketing Cloud Connect, Load Marketing Cloud Subscribers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Load B2C Commerce customers into Service Cloud

ANSWER: B

Explanation:

“Load B2C Commerce customers into Service Cloud, Load Marketing Cloud Subscribers Into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Marketing Cloud Subscriber Key Migration, Enable Marketing Cloud Connect” is the appropriate sequence because it establishes Service Cloud contacts as the mastered, shared customer identity before activating the cross-cloud integration. First, loading registered B2C Commerce customers expands the Service Cloud contact population beyond customers who have already opened cases. Loading Marketing Cloud subscribers then enables matching and reconciliation of the existing email-based subscriber population with those Service Cloud contact records, while retaining the necessary source and consent information. Once the contact records are prepared and matched, their Salesforce Contact IDs can be made available in Marketing Cloud. This is the required foundation for migrating the Marketing Cloud subscriber key from email address to the Contact ID, producing a stable identifier that does not change when a customer changes an email address. Marketing Cloud Connect should be enabled after the identity model, subscriber-key migration, and data preparation are complete, so synchronized data and engagement tracking use the

intended Salesforce record identity from the outset. Salesforce describes the subscriber-key migration process in its Subscriber Key Migration documentation and provides implementation guidance for Marketing Cloud Connect.

QUESTION NO: 11

Northern Trail Outfitters (NTO) recently implemented the Service Cloud Connector between B2C Commerce and Service Cloud. They released a new feature that allows customers to add their favorite National Park to their profile. After an attempt to help a customer, a

service agent informs the Director of IT that they cannot see or update the new National Park value on the profile in the Service Cloud console.

What should the Solution Architect keep in mind to avoid data exchange issues after implementation?

A. Check the fieldMapping custom settings in Service Cloud to confirm the nationalParks attribute was mapped from the Commerce Profile to the Service Contact

B. Check the field-level security for nationalParks is set to read only

C. Check that the nationalParks value was added to the Profile Custom Object in B2C Commerce

D. Check that the nationalParks value is defined in the json of the B2C Commerce Customer Data API

ANSWER: A

Explanation:

Check the fieldMapping custom settings in Service Cloud to confirm the nationalParks attribute was mapped from the Commerce Profile to the Service Contact. The B2C Commerce Service Cloud Connector does not automatically make every newly created Commerce customer-profile attribute available in Service Cloud. Its profile synchronization behavior depends on the configured field mappings that translate B2C Commerce profile attributes to fields on the corresponding Service Cloud Contact record. Therefore, introducing a new favorite-National-Park attribute requires a matching mapping configuration as part of the feature release and integration regression testing. The mapping must use the Commerce attribute identifier and the appropriate target Contact field so that the connector can transfer the value in both supported synchronization directions. Once configured, the Service Cloud console can display and update the mapped Contact value, and the connector can exchange it with the customer profile according to the integration configuration. This is an important operational consideration whenever the profile data model evolves: deployments must include both the B2C Commerce attribute definition and the Service Cloud connector mapping updates. Salesforce's B2C Commerce documentation describes integrations and customer data capabilities at Salesforce B2C Commerce Developer Documentation; Service Cloud Contact data and field configuration are documented at Salesforce Help: Contacts.

QUESTION NO: 12

A company is beginning a multi-cloud implementation involving B2C Commerce and Service Cloud. The company wants to trace configuration and code changes as much as possible and ensure basic standards for code quality.

Which three options should a Solution Architect recommend to help the company with this goal?

Choose 3 answers

A. GIT Repository

B. Static Code Analysis tools

C. CI/CD Pipelines

D. Smoke testing

E. Salesforce DX

ANSWER: A B C

Explanation:

GIT Repository, **Static Code Analysis tools**, and **CI/CD Pipelines** provide the essential delivery controls for this multi-cloud implementation. A Git repository establishes a shared, version-controlled system of record for source code and deployable configuration. Its commit history, branches, pull requests, and reviews make changes traceable and support collaboration across Commerce and Service Cloud teams. Static code analysis can be incorporated into developer workflows and automated builds to consistently assess code against agreed quality, maintainability, and security rules before changes progress. CI/CD pipelines then make the process repeatable by automating validation, testing, packaging, and deployment steps, while retaining build and deployment records that connect a released change to its source revision. Together, these practices establish governance without relying on manual recollection of what changed or how it was deployed. Salesforce recommends source-driven development and version control for managing Salesforce changes, and its DevOps guidance emphasizes automation and continuous integration practices. See Salesforce CLI Developer Guide and Salesforce Continuous Integration guidance.

QUESTION NO: 13

An organization wants to add Service Cloud to their existing Salesforce Org currently hosting Sales Cloud. They know that an integrated customer service experience is a key component of a successful long-term relationship with their customers. After doing some research they learned that the Service Cloud connector can help start their implementation and they are now ready to proceed.

Which two functionality considerations should they be aware of when introducing the B2C Commerce to Service Cloud Connector into an existing Salesforce Org?

Choose 2 answers

A. In order to implement the Service Cloud Connector it is necessary to enable Person Accounts, a change which cannot be reverted once implemented.

B. The Service Cloud Connector is distributed as a managed package that can be extended to meet client-specific needs but with core functionality that cannot be altered.

C. The Service Cloud Connector natively supports accounts and contacts, households, and multi-brand customer models.

D. The Service Cloud Connector provides a collection of Lightning and Visualforce components that display customer and order information within Service Cloud, which needs to be customized and deployed by a developer.

ANSWER: B

Explanation:

The Service Cloud Connector is distributed as a managed package that can be extended to meet client-specific needs but with core functionality that cannot be altered. This packaging model is important when planning the integration because it provides Salesforce-supported connector capabilities while protecting the package's managed components. A managed package can include applications, Lightning components, Visualforce pages, objects, fields, permissions, and Apex code that are installed and versioned as a unit. The implementation team can configure the connector and build complementary client-specific functionality around it, such as custom flows, fields, page layouts, integrations, or additional UI elements. However, the package's managed core is not directly editable in the subscriber org. This preserves upgradeability and ensures that future package updates can be installed without the risks associated with modifying vendor-owned implementation artifacts. Architecture planning should therefore identify which requirements can be handled through supported configuration and extension points, and which need custom functionality outside the package. Salesforce describes the capabilities and constraints of managed packages in its Managed Packages documentation. For general B2C Commerce integration architecture and supported integration patterns, consult the Salesforce B2C Commerce Developer Documentation.

QUESTION NO: 14

A company uses Service Cloud and Marketing Cloud Connect. Some households share an email address, but the company must maintain separate marketing preferences, engagement histories, and journey eligibility for each person.

Which two recommendations should a Solution Architect make?

Choose 2 answers

A. Use the Service Cloud Contact or Person Account ID as the Marketing Cloud Contact Key and Subscriber Key.

B. Relate preference and transaction data to the person-level Contact Key in Contact Builder.

C. Use the email address as the Contact Key so all household members share one subscriber record.

D. Create one Marketing Cloud contact for each email address and store household preferences in profile attributes.

ANSWER: A B

Explanation:

The Marketing Cloud Contact Key and Subscriber Key should use a durable person-level identifier, such as the Service Cloud Contact or Person Account record ID, rather than the email address. An email address can change and can be shared among multiple people. A person-level identifier allows Marketing Cloud to represent each individual as a distinct contact and preserve that person's consent and engagement history.

Customer attributes, preferences, and transactional information should be related to the person-level Contact Key in the Marketing Cloud data model. This allows segmentation and journey logic to evaluate the intended individual rather than treating a shared email address as the enterprise identity. The solution must still apply sending and consent rules carefully when multiple contacts have the same email address. Salesforce describes the role of Subscriber Key in the Marketing Cloud Subscriber Key documentation and explains CRM data synchronization in the Marketing Cloud Connect documentation.

QUESTION NO: 15

A service organization has a long lifecycle for customers that start as a lead and move through opportunity to active and former customer states. The organization wants to use Sales Cloud and Marketing Cloud as their core customer engagement platforms.

Which two considerations should a Solution Architect keep in mind when setting up this multi-cloud use case?

Choose 2 answers

A. Set up the contact object with a specific record type 'Lead' that mimics the standard lead object to prevent the duplicate contact from being created in Marketing Cloud.

B. Allow both the lead record to generate a contact in Marketing Cloud and the contact record to generate a contact in Marketing Cloud.

C. Enable the 'Prevent Duplicates for Lead Conversion' setting when configuring Marketing Cloud Connect to prevent converted contacts from generating a duplicate contact.

D. Ensure that when a lead is converted to a contact that the Lead ID is mapped to a custom field on the Contact to be used as the referenced with the Subscriber ID in Marketing Cloud and avoid duplicate records.

ANSWER: B C

Explanation:

Allowing both lead records and contact records to generate contacts in Marketing Cloud supports engagement throughout the organization’s full customer lifecycle. Leads can be targeted during prospecting and qualification, while contacts remain available for communications after conversion and throughout opportunity, customer, and former-customer stages. This approach enables Marketing Cloud to work with the relevant CRM entity at each stage rather than creating a gap in the journey when a prospect becomes a customer.

Because lead conversion creates a contact with a different Salesforce record identifier, the Marketing Cloud Connect setting to prevent duplicates for lead conversion is essential. When enabled, Marketing Cloud Connect handles the conversion scenario so that the converted CRM contact does not result in a second Marketing Cloud subscriber/contact for the same person. This preserves continuity of subscriber status, preferences, and engagement history while the person progresses from lead to contact. The architect should plan the synchronized data model and activation processes around this lifecycle

behavior, ensuring that both leads and contacts are available as appropriate and that conversion does not fragment the customer record. Salesforce's Marketing Cloud Connect Trailhead module and Marketing Cloud Connect documentation provide implementation guidance.

QUESTION NO: 16

A financial services company wants to implement Service Cloud and Marketing Cloud. A number of profile attributes required for personalization in Marketing Cloud were identified as personally identifiable information (PII) and are too sensitive to be stored in Salesforce.

Tokenized Sending was presented as a way to address these concerns.

Which two implications should a Solution Architect consider if Marketing Cloud Connect is to be used for cloud integration?

Choose 2 answers

A. The synchronized data extensions will include the token and all PII attributes

B. All emails will need to be sent through Marketing Cloud or Marketing Cloud Connect to avoid disruptions

C. The standard email address field for contacts and leads needs to be populated with a token

D. The token with all supporting attributes will need to be stored in Service Cloud

ANSWER: B C

Explanation:

Tokenized Sending replaces the recipient's actual email address with a token in the Salesforce CRM data used by Marketing Cloud Connect. Therefore, the standard email address field for Contact and Lead records must contain the token rather than the recipient's actual email address. Marketing Cloud uses the token during the send process to obtain the real destination address through the configured tokenization process, allowing the sensitive address value to remain outside the Salesforce and Marketing Cloud data stores.

Because a token is not a routable email address, messages for tokenized recipients must be sent through Marketing Cloud or through Marketing Cloud Connect. Those send paths invoke the Tokenized Sending process and resolve the token before delivery. This has an important architectural impact: Salesforce-native email features, automated emails, or other systems that try to send directly to the CRM Email field must be reviewed and governed, since they cannot treat the token as an ordinary email address. The architecture should centralize customer email delivery through the supported Marketing Cloud sending mechanism and document the resulting operational constraints. See Salesforce's Tokenized Sending documentation and the Marketing Cloud Connect overview.

QUESTION NO: 17

A luxury retailer Is about to implement B2C Commerce and Marketing Cloud for their online presence. They are well known for their privacy when it comes to their customers ' purchases within their stores and would like that to reflect in their online presence as well.

Given that requirement and the requirement to adhere to global data privacy acts, what are two out-of-the-box features the retailer should enable across these clouds when it comes to their customers ' privacy?

Choose 2 answers

A. Enable terms and conditions functionality within Marketing Cloud to have customers opt-In.

B. Determine the stopper ' s tracking preference using the B2C Commerce Shop API.

C. Use profile and preference center functionality for Marketing Cloud Email Studio to capture consent and opt-in confirmation.

D. Create cookies initially, then delete once the customer asks to deny.

ANSWER: A C

Explanation:

Enable terms and conditions functionality within Marketing Cloud to have customers opt-In because it provides a built-in way to present privacy-related terms alongside a required acknowledgement when a customer submits a form or subscribes to a list. This supports transparent collection of permission by ensuring the customer is shown the relevant terms at the point where their personal data and marketing consent are captured. The retailer can use this capability to make its privacy messaging and consent experience consistent with its established high-privacy brand expectations.

Use profile and preference center functionality for Marketing Cloud Email Studio to capture consent and opt-in confirmation because it gives customers a self-service location to manage subscription choices, update profile information, and unsubscribe. Preference management is a core operational requirement for privacy-aware marketing: consent needs to be recorded, customers need meaningful control over the communications they receive, and changes to their preferences must be honored. Together, terms acknowledgement and a preference center support transparent consent collection and ongoing customer control over direct-marketing communications. Salesforce documents these capabilities in its Profile and Preference Centers guidance and its Terms and Conditions documentation.

QUESTION NO: 18

A merchant has a requirement to engage customers with a series of promotional messaging including a coupon offer generated in B2C

Commerce.Reminder emails are sent to those customers who have not redeemed the coupon 10 and 2 days before its expiration.

Which three elements are required to support this scenario?

Choose 3 answers

A. Marketing Cloud Connect for Service to Marketing Cloud

B. B2CCommerce cartridge to call Marketing Cloud APIs

C. Service Cloud for support of coupons and redemption management

D. Marketing Cloud Installed Package

E. B2C Commerce storefront

ANSWER: B D E

Explanation:

B2C Commerce cartridge to call Marketing Cloud APIs, **Marketing Cloud Installed Package**, and **B2C Commerce storefront** provide the core components for this integration. The storefront is where the shopper-facing promotion and coupon process occurs. B2C Commerce coupon functionality supports coupon code creation, assignment to promotions, and redemption during checkout, supplying the business events and coupon status needed to identify eligible shoppers.

A Commerce cartridge implements the server-side integration logic between the storefront and Marketing Cloud. It can send the required customer, coupon, expiry, and redemption-related data to Marketing Cloud and invoke the appropriate messaging or journey entry APIs. This permits Marketing Cloud to orchestrate the reminder sequence and to evaluate timing relative to coupon expiration.

A Marketing Cloud Installed Package is required to establish the API integration securely. It provides the client credentials and access configuration used by the Commerce integration when authenticating to Marketing Cloud APIs. Together, these components allow the merchant to issue the coupon in Commerce, synchronize relevant customer and coupon information, and deliver reminders ten and two days before expiry only while the coupon remains unredeemed. See Salesforce's B2C Commerce coupon documentation and Marketing Cloud Installed Package documentation.

QUESTION NO: 19

A company wants to implement an abandoned cart solution for their ecommerce storefront in Marketing Cloud. The use case is when a

customer visits their ecommerce website and adds an item to their shopping cart but does not complete the purchase. After an hour has

passed from abandonment, an email containing the item that was in the shopping cart will be sent to the customer to remind them of their incomplete purchase.

What process should a Solution Architect follow to set up the solution?

A. Export the purchase data from B2C Commerce, import the data into Marketing Cloud, and create an email in Content Builder.

B. Set up Marketing Cloud Connector, create an email in Marketing Cloud, and create a send trigger.

C. Implement collect.js in the ecommerce storefront, create a behavioral trigger, create an email in Marketing Cloud, and create a journey.

D. Set up Einstein Recommendations, set up Marketing Cloud Connector, and create an email in Marketing Cloud.

ANSWER: C

Explanation:

Implement collect.js in the ecommerce storefront, create a behavioral trigger, create an email in Marketing Cloud, and create a journey is correct because it establishes the complete event-driven abandoned-cart workflow. The Collect Tracking Code (collect.js) is deployed on the storefront to capture customer web behavior and cart-related data as the customer interacts with the site. That behavioral data provides the event context needed to identify a cart that was started but not converted into an order.

A behavioral trigger then evaluates the captured behavior and supports the defined abandonment timing, allowing the solution to wait one hour before initiating the follow-up. The triggered email can use the cart event data to dynamically render the product or products left in the shopper's cart. Finally, a Journey Builder journey orchestrates the customer communication and provides a managed flow for sending the reminder based on the behavioral event. This architecture is appropriate because it connects onsite tracking, timed abandonment detection, personalized content, and message orchestration rather than relying on a static purchase-data export. Salesforce documents the storefront tracking implementation in its Collect Tracking Code guide and describes event-driven messaging capabilities in its Behavioral Triggered Messages documentation.

QUESTION NO: 20

A marketing team receives a nightly file of loyalty-program updates from an external provider. The file must be loaded into Marketing Cloud so that Journey Builder can use loyalty tier and point balance for audience segmentation.

Which native Marketing Cloud capability should a Solution Architect recommend?

A. Use Enhanced FTP with an Automation Studio file transfer and import activity.

B. Use Marketing Cloud Connect synchronized data sources without connecting to a Salesforce org.

C. Load the file into Content Builder and use it as a sendable data extension.

D. Create a Salesforce report subscription and use it as the Marketing Cloud data source.

ANSWER: A

Explanation:

Use Enhanced FTP with an Automation Studio file transfer and import activity. The external provider can place the scheduled file in the Marketing Cloud Enhanced FTP location, and Automation Studio can retrieve and import the data into a data extension on a recurring schedule. The resulting data extension can then support segmentation, personalization, and journey decisions.

This is more appropriate than manually uploading files because the requirement is recurring and should be monitored and repeatable. The automation can include data-extract, file-transfer, import, SQL query, and notification activities as needed to validate and prepare the loyalty data before it is used for marketing activation. See the Automation Studio documentation and the Enhanced FTP documentation.

QUESTION NO: 21

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

A. 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.

B. Create a custom B2C Commerce job to export custom product component data on a nightly basis and import into Service Cloud to support acustom experience.

C. 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.

D. 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.

ANSWER: C D

Explanation:

Using 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 is appropriate because hooks let a B2C Commerce implementation add custom processing and response data at supported OCAPI extension points. The implementation can expose the configuration choices, component SKU relationships, and current availability needed by an agent-facing experience, while retaining B2C Commerce as the source for the configurable product and its inventory-aware selection logic. Salesforce documents the OCAPI hook mechanism at B2C Commerce OCAPI Hooks.

Using 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 also satisfies the requirement. This approach makes the established storefront configurator available to the service representative, so the same component-selection experience and checkout behavior can be used without rebuilding the entire configuration UI for agents. It is particularly suitable when the shopper-facing storefront already correctly validates available components and constructs the resulting component-level order. Salesforce's B2C Commerce documentation is available through the B2C Commerce Developer Center.

QUESTION NO: 22

A company is in the process of defining the right systems to deliver key capabilities for its B2C business. The company has about 2 million customers, each placing an average of 100 orders each year through its existing B2C Commerce platform.

The company needs a system that can:

â€¢ Deliver a full list of all customer orders throughout their engagement lifetime

â€¢ Provide lifetime engagement tracking and history of the customer

â€¢ Calculate the lifetime value of customers based on their orders

Which three systems should a Solution Architect recommend to meet the company's requirements'

Choose 3 answers

A. Salesforce Order Management

B. Service Cloud

C. Sales Cloud

D. Marketing Cloud

E. Heroku

F. Salesforce Data Cloud (formerly Salesforce CDP)

ANSWER: F

Explanation:

Salesforce Data Cloud (formerly Salesforce CDP) is the appropriate recommendation when the stated capabilities must be provided from a single, scalable customer-data foundation. The company's projected order volume is approximately 200 million orders per year, so the architecture needs to retain and process detailed commerce data without relying on operational CRM records as the complete lifetime-order repository. Data Cloud can ingest order and customer data from B2C Commerce and other sources, harmonize it into a unified customer profile, and retain the order and engagement data needed to present a consolidated customer history. Its identity-resolution capabilities associate data from different systems with the appropriate individual, enabling the organization to connect transactional order history with behavioral and engagement events. Data Cloud Calculated Insights can then aggregate those transactions over the customer lifetime to produce measures such as lifetime order value, order counts, and related customer-value metrics. This makes the unified profile and its derived measures available for activation and downstream experiences while preserving a scalable data architecture. Salesforce documents Data Cloud's unified customer profiles and data harmonization at Data Cloud Overview and describes Calculated Insights at Calculated Insights.

QUESTION NO: 23

A company wants to use Marketing Cloud to send customer electronic receipts that originate from its point of sale (POS) system. The company has a need for the receipt to be sent no more than 10 minutes after purchase and would like to track all email sends that are being placed to that customer, The Marketing Cloud Contact Key should be the Service Cloud Contact ID.

What solution should a Solution Architect recommend to achieve this need?

A. Make an API call from the POS to Marketing Cloud to send the electronic receipt and then call Service Cloud to add the customer if they do not exist. Use an automation in Marketing Cloud nightly to remove any duplicate contacts that may be introduced with Marketing Cloud Connect.

B. Make an API call from the POS to Service Cloud to retrieve the Service Cloud Contact ID. If the customer does not exist, submit a POST to Service Cloud to create the Contact ID, then send the Contact ID to Marketing Cloud via an API to send the electronic receipt.

C. Make an API call from the POS to Service Cloud to add the customer if they do not exist; leverage a custom object to send details to Marketing Cloud via Marketing Cloud Connect and synchronized data sources to send the electronic receipt.

D. Make an API call from the POS to Marketing Cloud te send the electronic receipt. No call is required to Service Cloud to fetch the Contact IO as this information is already available at the POS.

ANSWER: D

Explanation:

Making an API call from the POS directly to Marketing Cloud to send the electronic receipt, without calling Service Cloud to retrieve the Contact ID, is the appropriate solution. The POS already has the Service Cloud Contact ID, so it can supply that value as the Marketing Cloud Contact Key when it invokes Marketing Cloud's Transactional Messaging API. Using the same identifier provides a consistent, durable identity for the customer across Service Cloud and Marketing Cloud and supports consolidated tracking of the customer's email activity.

Transactional messaging is designed for operational, event-triggered communications such as purchase receipts. A POS purchase event can invoke the API immediately after the transaction, allowing the receipt to be sent well within the required ten-minute window. This integration pattern avoids introducing unnecessary synchronous lookups or record-creation operations in Service Cloud, which would add latency and failure points without providing a benefit when the contact identifier is already available at the source. The transactional send can also be associated with the supplied contact identity for send and engagement tracking in Marketing Cloud. See Salesforce's Transactional Messaging API documentation and Subscriber Key migration guidance.