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QUESTION 1

A retail company currently uses B2C Commerce, Service Cloud, and Marketing Cloud. The company plans to launch a winter sweepstakes campaign to attract new customers. The signup page is hosted on B2C Commerce and collects new customer details like name, phone number, and email. In order to enter the sweepstakes, the customer must sign up to receive marketing communications. In return, they will receive a coupon for 20% off their next purchase.

Which option should be defined as the data source authority for the customer attributes collected from the sweepstakes page?

- A. Experience Cloud
- B. Service Cloud
- C. Marketing Cloud
- D. B2C Commerce

Correct Answer: D

B2C Commerce should be defined as the data source authority for the customer attributes collected from the sweepstakes page, as it is the system that captures the customer data directly from the web form and validates the customer consent and compliance preferences. The other systems can consume or sync the customer data from B2C Commerce, but they should not overwrite or modify the data without the customer's consent.

QUESTION 2

An organization chose a multi-cloud solution that is comprised of Service Cloud and B2C Commerce. The organization now wants to ensure that the theme of its self-service portal is consistent with the theme of its B2C Commerce storefront.

How should a Solution Architect ensure that this requirement is met?

- A. Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
- B. Set the value of the Portal Theme URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
- C. Copy any relevant .less code from the organization's website and paste it into the pages for the self-service portal in Page Builder.
- D. Make a copy of the appropriate .less file from the organization's web server and upload it to the self-service portal.

Correct Answer: A

A self-service portal is a feature in Service Cloud that allows creating branded websites and portals for customers to access self-service resources, such as knowledge articles, case management, chat, etc. To ensure that the theme of the self-service portal is consistent with the theme of the B2C Commerce storefront, a Solution Architect should do the following: Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use. The Style Sheet URL setting is a configuration option in Service Cloud that allows specifying a custom style sheet for the self-service portal. The style sheet must be hosted on a publicly-accessible web server and must follow certain guidelines and limitations. By setting the value of the Style Sheet URL setting to match the style

sheet used by the B2C Commerce storefront, the Solution Architect can ensure that the self-service portal has the same look and feel as the storefront. Option B is incorrect because there is no Portal Theme URL setting in Service Cloud. Option C is incorrect because copying any relevant CSS code from the organization's website and pasting it into the pages for the self-service portal in Page Builder is not a recommended or supported way of customizing the theme of the self-service portal. Option D is incorrect because making a copy of the appropriate CSS file from the organization's web server and uploading it to the self-service portal is not possible or advisable. The CSS file must be hosted on a publicly-accessible web server and referenced by the Style Sheet URL setting.

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

QUESTION 3

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 Data Platform (CDP) could help them solve their problem.

How should a Solution Architect describe the role of CDP in this context?

- A. CDP 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.
- B. When CDP is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed by Customer 360 Data Manager.
- C. CDP 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.
- D. CDP cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.

Correct Answer: A

CDP is a feature that allows creating a unified and holistic view of the customer across different systems and channels. CDP can use various identifiers, such as email, phone, or social media, to recognize customers as humans and extend existing records related to that human across connected systems, such as B2C Commerce, Service Cloud, and Marketing Cloud. CDP can also assign a consistent Global Party ID to each human, which can be used as a unique identifier across the systems.

References: <https://www.salesforceben.com/the-drip/complete-guide-to-customer-data-platforms-and-salesforce-cdp/>

QUESTION 4

Northern Trail Outfitters (NTO) is at the beginning of an implementation of B2C Commerce and is now discussing the communication flow. They are designing the flows between systems to send password resets via email when a new account is created in B2C Commerce or the email address is updated.

Considering NTO also uses Service Cloud and Marketing Cloud, which feature should a Solution Architect suggest to optimize the end-customer experience while also ensuring that tracking is visible to service agents?

- A. Service Cloud Email Service
- B. Marketing Cloud Journey Event
- C. Marketing Cloud Triggered Send
- D. Commerce Cloud Email Service

Correct Answer: C

C is correct because Marketing Cloud Triggered Send is a feature that allows sending personalized emails based on events or actions in another system, such as B2C Commerce. Triggered Send can be used to send password reset emails when a new account is created or the email address is updated in B2C Commerce. Triggered Send also tracks email open and forward count in Marketing Cloud. To disable the coupon code after a single use, B2C Commerce can use coupon code restrictions based on redemption count. A is incorrect because Service Cloud Email Service is a feature that allows receiving and processing inbound emails from customers in Service Cloud. It is not used to send password reset emails or track email open and forward count. B is incorrect because Marketing Cloud Journey Event is a feature that allows triggering journeys based on events or actions in another system, such as B2C Commerce. Journey Event can be used to send password reset emails, but it is more suitable for complex or multi-step customer interactions, such as welcome series or re-engagement campaigns. Triggered Send is more efficient and simpler for single-step interactions, such as password reset. D is incorrect because Commerce Cloud Email Service is a feature that allows sending transactional emails from B2C Commerce, such as order confirmation or shipping notification. It is not used to send password reset emails or track email open and forward count. References:

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

https://help.salesforce.com/s/articleView?id=sf.mc_es_triggered_send_definition.htm&type=5 https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/coupons/b2c_coupon_code_restrictions.html https://help.salesforce.com/s/articleView?id=sf.email_services.htm&type=5

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

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/EmailService.html>

QUESTION 5

An ecommerce company has one B2C Commerce Primary Instance Group with three storefronts and is considering Marketing Cloud for email messaging and customer journey orchestration. The company has a strong desire to implement product recommendations in their email messaging as well as implement the abandoned cart use-case.

Which two approaches should a Solution Architect recommend to ensure that the company can implement solutions that align with their requirements?

Choose 2 answers

- A. Implement Marketing Cloud with a single business unit as that unit can share its product catalog across the three B2C Commerce storefronts and generate storefront-specific product recommendations.
- B. Implement a separate business unit for each B2C Commerce storefront to ensure that each storefront has its own Marketing Cloud product catalog from which product recommendations will be driven.
- C. Implement abandoned cart using Marketing Cloud's Behavioral Trigger feature and create an abandonment journey for all three storefronts from a single business unit. Marketing Cloud will manage ensuring that product recommendations are storefront specific via Marketing Cloud Einstein.
- D. Implement abandoned cart using Marketing Cloud's Behavioral Trigger feature and create an abandonment journey for each storefront and their paired business unit. The B2C Commerce storefront must also be extended to re-create the customer's shopping cart with abandoned products.

Correct Answer: BD

This approach allows the company to have a separate business unit for each B2C Commerce storefront, which provides data segregation and customization for each market. Each business unit can have its own Marketing Cloud product catalog, which is a data extension that contains product information for generating product recommendations using Einstein. D. This approach allows the company to implement abandoned cart using Marketing Cloud's Behavioral Trigger feature, which can track customer behavior on the B2C Commerce storefront and trigger an email journey based on predefined rules. The abandonment journey can include product recommendations based on the products left in the cart. The B2C Commerce storefront must also be extended to re-create the customer's shopping cart with abandoned products using a link or button in the email. References:

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

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

<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/abandoned-cart>

QUESTION 6

A salesperson needs to know which subscription a customer has subscribed to or unsubscribed from when reviewing their account in Sales Cloud. However, Marketing Cloud needs to honor the unsubscribe action when it sends out emails.

Which two steps should a Solution Architect take to meet these requirements?

Choose 2 answers

- A. Create a Journey activity to update the records in Sales Cloud.
- B. Create a custom preference center that updates the records in Sales Cloud.
- C. Use the out-of-the-box preference center in Marketing Cloud.
- D. Implement the Marketing Cloud Connector to ensure the unsubscribe data is synced from Sales Cloud.

Correct Answer: BD

B. Creating a custom preference center that updates the records in Sales Cloud can help meet the requirements by allowing customers to manage their subscription preferences and opt-in or opt-out of different email lists or publications. This can also provide more granular control over the data synchronization between Sales Cloud and Marketing Cloud.

D. Implementing the Marketing Cloud Connector can help meet the requirements by enabling bi-directional data integration between Sales Cloud and Marketing Cloud. This can also allow Marketing Cloud to honor the unsubscribe status of contacts or leads in Sales Cloud when sending emails. References:

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

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

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

QUESTION 7

As part of a digital transformation initiative, Universal Containers (UC) wants to start a new project to implement Salesforce Platform, Marketing Cloud, and B2C Commerce. They have mapped the requirements and captured the user stories, including non-functional requirements. Almost all requirements touch all three clouds.

UC wants to go-live with all functionality in three years, but the executive team would like to see the benefits and return on investment sooner than that.

What should the Solution Architect recommend in order to align with the executive team's request?

- A. Build and test the functionality across all clouds at once and deploy to production at the end of the three years.
- B. Go-live with Sales and Service cloud functionality first, followed by Marketing Cloud, and then B2C Commerce.
- C. Reduce the overall timeline by removing most non-functional requirements around reliability and performance.
- D. A multi-phased approach with functionality across all clouds delivered to production in each phase.

Correct Answer: D

This answer is correct because it aligns with the executive team's request to see the benefits and return on investment sooner than three years. A multi-phased approach allows for incremental delivery of functionality across all clouds, which

can provide value to the business and customers faster and more frequently.

References:

<https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process>

QUESTION 8

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.

Each country 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 for product ratings and discussions. In addition, branding is uniquely defined in each country so the company would like to combine e-commerce with existing content management systems.

What strategy should a Solution 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 SFRA-style development.
- D. Multi-org approach with Service Cloud, LINK cartridges and translation workbench, and Partner and Customer Communities.

Correct Answer: B

A headless B2C Commerce approach can help solve the needs by decoupling the front-end presentation layer from the back-end commerce functionality. This can allow the company to leverage their existing content management systems and deliver consistent branding across different countries. LINK cartridges can help integrate B2C Commerce with third-party systems and services, such as payment providers, tax calculators, or social media platforms. SFRA-style development can help create a responsive and customizable storefront that follows best practices and standards. Heroku and MuleSoft can help build and connect custom applications and APIs that support the complex business logic and data flows required by the global pharmaceutical company. References:

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_headless.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_link.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_sfra.htm&type=5
<https://www.salesforce.com/products/platform/overview/> <https://www.mulesoft.com/platform/enterprise-integration>

QUESTION 9

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

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

Correct Answer: ACD

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.

References:

Get Started with B2C Solution Architect Cert Prep - Trailhead Certification - B2C Solution Architect - Trailhead

QUESTION 10

An organization is considering using the Lead object in Sales Cloud to track customers who have signed up for their newsletter. The goal is to add these customers to a Marketing Cloud nurture campaign. Once they make a purchase, the

suggested design is to convert the Lead to a Contact record and associate the resulting Contact with a Marketing Cloud Subscriber. What recommendation should a Solution Architect make to avoid implementation challenges?

- A. Ensure that the Marketing Cloud Contact associated with the Lead is updated to reference the Contact after conversion.
- B. Avoid using the Lead object by creating Contacts with different Record Types for prospects.
- C. Delete the Marketing Cloud Contact associated with the Lead object after conversion.
- D. Add prospects who have not created an account or made a purchase to Marketing Cloud directly without creating a Lead.

Correct Answer: A

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

QUESTION 11

A company uses Salesforce to store accounts and contacts. All users have switched to the Lightning Experience user interface. The Account Hierarchy feature is used extensively to relate companies to their subsidiaries. A Solution Architect finds that the data migration process is creating duplicate contacts with different primary accounts.

Which two options can the Solution Architect use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company?

- A. Enable Contact to Multiple Accounts
- B. Duplicate Matching Rules
- C. Lightning Data Services
- D. Customer Data Platform

Correct Answer: AB

Enabling Contact to Multiple Accounts allows a single contact to be related to multiple accounts, which can prevent the creation of duplicate contacts with different primary accounts. Duplicate Matching Rules can help identify and prevent duplicate records based on the criteria and actions that you specify.

QUESTION 12

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?

- A. 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.
- B. 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.
- C. 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.
- D. 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.

Correct Answer: B

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. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_create_audience_segment.htm&type=5
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/coupons/b2c_creating_coupon_codes.html
https://help.salesforce.com/s/articleView?id=sf.mc_co_abandoned_cart_journey.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_es_email_tracking_metrics.htm&type=5

QUESTION 13

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 to send the electronic receipt. No call is required to Service Cloud to fetch the Contact ID as this information is already available at the POS.

Correct Answer: D

This solution allows the company to send the electronic receipt in near real time using the Marketing Cloud Transactional Messaging API, which can handle high-volume and time-sensitive messages. The POS system already has the Service Cloud Contact ID for the customer, so there is no need to make an extra API call to Service Cloud to fetch it. The Service Cloud Contact ID can be passed as the Marketing Cloud Contact Key to ensure data consistency across the systems.

References: <https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api>
https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5

QUESTION 14

An organization wants to avoid sending post-purchase review emails until a customer has had a chance to receive and try out their order. The typical shipping duration is around 3 days, but the organization is unsure about how long it takes a customer to try the product once it has been delivered.

What should the company do to leverage its Salesforce product suite and optimize the open rates for its post-purchase emails?

- A. Use B2C Commerce to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Einstein Engagement Split based on open rate to optimize the additional delay for product testing.
- B. Use Salesforce Order Management to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Engagement Split with 1-, 2-, and 3-day Wait activity based on open rate to optimize the additional delay for product testing.
- C. Use B2C Commerce to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Engagement Split with 1-, 2-, and 3-day Wait activity based on open rate to optimize the additional delay for product testing.
- D. Use Salesforce Order Management to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Einstein Engagement Split based on open rate to optimize the additional delay for product testing.

Correct Answer: A

B2C Commerce can trigger a Marketing Cloud post-purchase journey using the Transactional Messaging API. Journey Builder can use a Wait activity to delay the email delivery based on a fixed duration or a date attribute. Einstein Engagement Split can use AI to determine the optimal path for each customer based on their engagement behavior, such as open rate. References: <https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api> https://help.salesforce.com/s/articleView?id=sf.mc_jb_wait_activity.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_jb_einstein_engagement_split.htm&type=5

QUESTION 15

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 CRM Analytics.

Which two recommendations should a Solution Architect provide to the company to improve the success of the automated campaign?

Choose 2 answers

- A. Use SMS as a channel due to its significantly higher engagement rate as compared to email
- B. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
- C. Use CRM Analytics to analyze customer engagement history over the last 24 months
- D. Configure Einstein Recommendations in Marketing Cloud to automate segment generation for Journey Builder

Correct Answer: AD

These answers are correct because they are recommendations that can improve the success of the automated re-engagement campaign. Using SMS as a channel can increase the engagement rate as compared to email, as SMS messages have higher open and response rates. Configuring Einstein Recommendations in Marketing Cloud can automate segment generation for Journey Builder, which can help create personalized and relevant messages based on customer data and behavior.

References: <https://www.salesforce.com/products/marketing-cloud/best-practices/sms-marketing-statistics/>
https://help.salesforce.com/s/articleView?id=sf.mc_pb_einstein_recommendations.htm&type=5

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