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Version Demo

Total Demo Questions: 32

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Topic Break Down

Topic	No. of Questions
Topic 1, Discovery	10
Topic 2, Planning	55
Topic 3, Implementation	134
Topic 4, Integration	7
Topic 5, Administration	110
Topic 6, Adoption	4
Total	320

QUESTION NO: 1

Ursa Major Solar (UMS) has business and person accounts in its Salesforce org. UMS has partner portals created for its Silver partners, DreamHouse Realty (DR) and Cloud Kicks (CK).

UMS's Experience team is creating users for its partners. DR and CK users do not require access to opportunities, leads, and campaigns.

What are the two considerations for creating partner users and granting access?

Choose 2 answers

A. Only business accounts can be created as partner users

B. AssignPartner Community license to partner users.

C. Assign Customer Community Plus license to partner users.

D. Only person accounts can be created as partner users.

ANSWER: A C

Explanation:

Only business accounts can be created as partner users is correct because Salesforce enables partner status on a business account. After the account is enabled as a partner, an administrator can create external partner users from contacts associated with that account. This relationship supports the partner-account model used by Experience Cloud and can provide the account-based sharing structure needed for partner collaboration.

Assign Customer Community Plus license to partner users. is correct for these users because their stated requirements do not include access to sales objects such as opportunities, leads, or campaigns. Customer Community Plus supports authenticated external users who need access to accounts, contacts, cases, reports, dashboards, and custom objects, while also providing advanced sharing capabilities through roles and sharing rules. It can be assigned to users associated with partner accounts when those users do not require the partner-sales functionality delivered by a Partner Community license. The license choice should be driven by the objects, sharing model, and collaboration capabilities the external users actually need, while following least-privilege access.

See Salesforce's guidance on partner accounts and users and the Trailhead overview of Experience Cloud external users and licenses.

QUESTION NO: 2

Insightopia's Experience Cloud site went live on the first day of the last month. The launch has been very successful, and the number of community members has reached the first milestone of 10,000. The Experience Cloud site manager wants to implement gamificationmethods to increase engagement and adoption.

What should be the recommended approach for implementing gamification?

A. Use the Missions feature to assign badges to members automatically.

B. Use the Einstein game mechanics feature for implementing gamification.

C. Build flows to implement gamification for community members.

D. Organize a community event to get ideas for implementing gamification.

ANSWER: A

Explanation:

Use the Missions feature to assign badges to members automatically. Missions is Salesforce's purpose-built Experience Cloud gamification capability for encouraging members to complete valuable community activities. A site manager can create missions that guide members toward desired actions, such as completing a profile, contributing content, answering questions, or participating in discussions. When members meet the configured mission criteria, Salesforce can recognize the achievement with badges and related reputation rewards.

This approach is appropriate because it connects engagement goals directly to measurable member behavior while providing visible recognition that encourages continued participation. Missions also lets the manager establish a structured progression of activities rather than relying on an ad hoc engagement campaign. The 10,000-member milestone is relevant because Salesforce makes Missions available to qualifying Experience Cloud implementations with a sufficiently established member base. Before configuring missions, the manager should ensure that the site's reputation settings and the intended member actions support the organization's adoption objectives. Salesforce describes how missions motivate members through guided activities and rewards in its [Missions overview] and documents the supporting community recognition framework in [Reputation overview].

QUESTION NO: 3

Cloud Kicks (CK) is planning to launch a public site. The site will contain a variety of digital content, including static content as well as dynamic content. CK is planning to use Content Delivery Network (CDN).

Which statement is true about using CDN with Experience Cloud?

A. CDN can help consistency attaching content timestamps as key-value pairs to both static and dynamic content.

B. CDN can help availability by allowing remote cloning for dynamic resources.

C. CDN can help performance by caching public resources.

D. CDN can help reliability by allowing local cloning for static resources.

ANSWER: C

Explanation:

CDN can help performance by caching public resources. A content delivery network uses geographically distributed edge servers to retain cached copies of cacheable public content closer to site visitors. When a visitor requests an eligible resource, the edge location can serve the cached version rather than requiring every request to travel to the Experience Cloud origin. This reduces latency, improves page-load responsiveness, and decreases load on the origin infrastructure, which is particularly valuable for a public-facing site with frequently requested assets such as images, JavaScript, CSS, and other static resources.

For Experience Cloud, Salesforce supports CDN capabilities to improve delivery of public site content. Caching is governed by HTTP cache-control behavior and resource eligibility, so it is most effective for public resources that can safely be reused across visitors. Administrators should design publishing and cache-invalidation practices around content updates so visitors receive current assets when needed. This use of edge caching directly addresses performance while preserving the central Experience Cloud site as the source of published content. See Salesforce's [Content Delivery Network documentation] and the [Experience Cloud CDN developer guide].

QUESTION NO: 4

A consultant is asked to set up a new experience using the Customer service template. The articles from an existing knowledge base must be exposed in the new site.

What are the two ways the consultant should associate the articles with topics?

Choose 2 answers

A. Select the appropriate topics on the Knowledge tab within Lightning Experience.

B. Allow guest users to tag displayed articles with relevant topics on a public page.

C. Establish automatic topic assignment of topics to specified data categories within WorkSpaces.

D. Manually add one or more topics to each article within Workspaces.

ANSWER: C D

Explanation:

For a Customer Service experience, topics provide a navigational and discovery structure that helps visitors find published Knowledge articles. “Manually add one or more topics to each article within Workspaces” is a supported method when article authors or community managers need to curate the subject matter represented by each individual article. This approach is useful when an article belongs to several distinct customer-facing subjects and requires precise topic selection.

“Establish automatic topic assignment of topics to specified data categories within WorkSpaces” is also supported. A community manager can map a topic to a Knowledge data category so that articles classified with that category are automatically associated with the topic. This creates a scalable, consistent association for existing and future articles, especially where the knowledge base already uses data categories for classification and visibility.

Using both approaches lets the site combine category-based automation with article-level curation, ensuring that Knowledge content is surfaced under relevant Experience Cloud topics. Salesforce’s guidance on organizing Knowledge content and exposing it through an Experience Cloud site is available in Organize Knowledge Articles and Experience Cloud Topics documentation.

QUESTION NO: 5

Universal Containers is looking to build a new self-service site. Users will post questions, read Knowledge articles, and view case reports, users will not be registering deals or participating in any other sales activity.

Which external user license meets these requirements?

A. Authenticated Service Site User

B. External Community Plus

C. External Identity

D. Customer Community Plus

ANSWER: D

Explanation:

Customer Community Plus is the appropriate license because this self-service audience needs customer-service capabilities together with access to reports. Customer Community Plus users can use Experience Cloud to participate in community discussions, including posting questions, access Salesforce Knowledge content, and work with service-related records such as cases. Crucially, the Plus license provides the enhanced access needed for reports and dashboards, which supports the requirement to view case reports. It also supports the role-based sharing model and more advanced sharing requirements commonly needed when external users must see the right service information for their account or organization.

The stated use case is explicitly service-focused: customers seek answers through questions and Knowledge, and need visibility into case reporting. There is no requirement for partner-oriented sales processes, such as deal registration, leads, opportunities, or channel sales collaboration. Customer Community Plus therefore fits the required service and reporting functionality without designing the site around sales participation. Salesforce documents the external-user license capabilities and Experience Cloud licensing considerations in its Experience Cloud license types documentation and its Experience Cloud licenses overview.

QUESTION NO: 6

Ursa Major Solar would like content from Salesforce CMS to be queried when users search for keywords in its customer portal.

Which setting must be turned on in order for Global Search .n Experience Builder to query content m Salesforce CMS?

A. Community must be activated.

B. Sharing Rules must be set to Read/Write.

C. Search must be enabled for the selected CMS Channel.

D. Gather Customer Insights Data must be selected.

ANSWER: C

Explanation:

Search must be enabled for the selected CMS Channel. Salesforce CMS content is made available to an Experience Cloud site through a CMS channel. For that channel's content to be included in Experience Builder global-search results, the channel must be configured to allow search. Enabling search causes Salesforce to index the CMS content associated with the channel so that a portal user's keyword query can retrieve relevant published content alongside other searchable Experience Cloud records and resources. The channel also establishes the delivery context for the content, ensuring that the site is querying the CMS content intended for that audience. This setting is specifically what connects CMS content discovery to the site's global-search capability; once enabled, search results can surface applicable CMS items based on their indexed text and metadata. Administrators should configure the CMS channel used by the portal and ensure its content is published and available through that channel. Salesforce's CMS and Experience Cloud documentation describes using CMS channels to deliver content to digital experiences and configuring search for Experience sites. See Salesforce Help: CMS Channels and Salesforce Help: Global Search in Experience Cloud.

QUESTION NO: 7

Cloud Kicks (CK) is using audience targeting to display pages and components to certain users based on their assigned audience. The New York City account contain multiple departments; all of which belong to that account. One of the page virtualization of the Home page of CKâ€™s Experience Cloud site a assigned to the New York City audience. CK also has a Rich Content Editor component within this Home page that is assigned inly to the LegalDepartment audience.

Who will be able to see the Rich Content Editor component?

A. New York City audience members with the Legal Department sharing set

B. Members that are part of both the New York City audience and the Legal Department audience

C. All Cloud Kicks Experience Cloud site members

D. All New York City audience members.

ANSWER: B

Explanation:

Members that are part of both the New York City audience and the Legal Department audience can see the Rich Content Editor component. Experience Builder audience targeting can be applied at more than one level, including the page variation and an individual component. A user must qualify for the audience assigned to the page variation before that variation of the Home page is shown. Within that rendered page variation, the Rich Content Editor component has its own audience assignment, so the user must also qualify for the Legal Department audience to see that component. Therefore, visibility is the intersection of the two audience memberships: New York City controls access to the page variation, and Legal Department controls visibility of the component within it. This configuration lets Cloud Kicks tailor both the overall page experience and specific content for a narrower group of users without creating separate pages for every department. Salesforce describes audiences as criteria-based groups used to target page variations and components in an Experience Cloud site. See Salesforce Help: Audience Targeting and Salesforce Help: Target Components to Audiences.

QUESTION NO: 8

What accuratelysequences the necessary steps to create a partner user from an enabled partner account?

A.)1) Edit the user record to assign the correct role/profile. ee2) View the partner account contact. Single Book3) Select Manage External User.4) Select Enable Partner User.5) Save.

B. 1) View the partner account contact.2) Select Manage External User. Multiple Books3) Select Enable Partner Account.4) Edit the user record to assign the correct role and profile.5) Save.

C. 1) View the partner account contact.2) Select Manage External User.3) Select Enable Partner User.4) Edit the user record to assign the correct role/profile.5) Save.

D. 1) Edit the user record to assign the correct role/profile.2) View the partner account contact.3) Select ManageExternal User.4) Select Enable Partner Account.5) Save.

ANSWER: C

Explanation:

The correct sequence is to open the contact associated with the already enabled partner account, use **Manage External User**, and choose **Enable Partner User**. This action creates the external User record based on that contact and opens the user setup flow or user detail page. An administrator then assigns the appropriate partner user license, profile, and role as required by the organization's partner-account role configuration, before saving the new user record. The account must already be enabled as a partner account because enabling partner users is an account-level prerequisite that makes the partner-user action available for its contacts. Creating the user from the contact also maintains the required relationship between the contact, its partner account, and the external user identity. Salesforce's Partner Relationship Management guidance describes enabling a contact as a partner user after the account has been enabled for partners. See Salesforce Help: Create Partner Users and Trailhead: Get Started with Partner Relationship Management.

QUESTION NO: 9

DreamHouse Realty (DR) plans to invite individuals from several new companies to its Broker Portal and would like to differentiate the user experience for each company.

Which three options should the DR systemadministrator use to personalize the look and feel of the portal for each new brokerage?

Choose 3 answers

A. Branding Sets

B. Audience Sets

C. Page Variations

D. Audience Targeting

E. Partner User Roles

ANSWER: A C D

Explanation:

Branding Sets, **Page Variations**, and **Audience Targeting** work together to provide company-specific experiences within one Experience Cloud site. Branding Sets define reusable visual styling, including elements such as logos, colors, fonts, and other theme properties. DreamHouse Realty can therefore create a distinct branded appearance for each brokerage without building and maintaining a separate portal for every company.

Page Variations enable different versions of a page to be created and published. Each variation can use different layouts, components, content, and branding, allowing the portal to present a tailored home page or other site pages to users associated with a particular brokerage.

Audience Targeting determines which users receive each personalized variation. Administrators define audiences using criteria based on available user, account, or other record attributes, then assign those audiences to relevant page variations. For example, users whose contact or account data identifies them as belonging to a specific brokerage can be directed to that brokerage's branded page variation. This approach supports targeted, maintainable personalization while keeping all brokerages in the same Experience Cloud site. See Salesforce's Audience Targeting overview and Branding Sets documentation.

QUESTION NO: 10

Ursa Major Solar (UMS) is using the Customer Account Portal template and would like to differentiate the options available on the navigation menu based on the profile of the authenticated user visiting their customer portal.

Which Experience Cloud functionality shouldUMS use to accomplish this?

A. Sharing Rules

B. CSS Overrides

C. Permission Sets

D. Audience Targeting

ANSWER: D

Explanation:

Audience Targeting is the appropriate Experience Cloud functionality because it lets UMS define audiences using criteria about site visitors, including whether they are authenticated and attributes such as their profile. In Experience Builder, an audience can be assigned to a navigation menu item so that the item is visible only to visitors who meet the audience criteria. This allows a single Customer Account Portal site and navigation structure to present different menu choices to different user profiles without requiring separate sites or manual menu maintenance for each group. UMS can create an audience for each relevant profile or user segment, then configure the visibility of the applicable navigation menu items for those audiences. Audience targeting is intended for tailoring the site experience and displayed content to visitor segments; it controls what eligible visitors see in the portal navigation while they browse the site. Salesforce documents creating audiences and assigning them to navigation menu items in Experience Builder at Create Audiences for Experience Cloud Sites and Target Navigation Menu Items to Audiences.

QUESTION NO: 11

Universal Containers (UC) is a conglomerate with various lines of business operating worldwide. UC helps finance crop research, provides insurance services to coffee growers, and manufactures specialized coffee machines and other products. UC also has a franchise unit to help grow its franchise business worldwide. UC is planning to build multiple portals and sites to support itsvarious lines of business.

What two points should UC keep in mind when selecting a template for these sites and portals?

Choose 2 answers

A. Industry-specific Lightning Bolt solutions are available today but not templates. Pencil & Paper

B. InsuranceAgent Portal template becomes available once Financial Services Cloud is correctly set up in an org.

C. Industry-specific templates are available today but not Lightning Bolt solutions.

D. Industry-specific templates as well as Lightning Bolt solutions areavailable today.

ANSWER: B D

Explanation:

InsuranceAgent Portal template becomes available once Financial Services Cloud is correctly set up in an org. This template is intended for insurance-agent experiences and provides a purpose-built starting point for work such as managing leads, opportunities, policies, claims, and referrals. Because it is tied to Financial Services Cloud, UC must ensure that the required industry product and configuration are present before expecting this template to appear among available Experience Cloud templates.

Industry-specific templates as well as Lightning Bolt solutions areavailable today. In the context of this release-era question, Salesforce offered both reusable site templates and industry-oriented Lightning Bolt solutions. Templates provide a preconfigured experience foundation, including pages, components, and settings, enabling an organization to start with a design suited to a particular business scenario. Lightning Bolt solutions extend that packaged approach with industry-focused assets such as themes, flows, apps, and components. UC should therefore evaluate whether a standard template meets each line of business's needs or whether an industry solution provides a more complete starting point that reduces implementation effort.

Salesforce describes Experience Cloud templates and their prebuilt site capabilities in its Experience Cloud site creation guidance. For Financial Services Cloud implementation context, see Salesforce Financial Services Cloud documentation.

QUESTION NO: 12

Ursa Major Solar would like to make an external user an Experience Site Moderator.

What are two of the several moderation permissions available to assign an external user in order for them to be an effective Experience Site Moderator?

Choose 2 answers

A. Access Experience Management

B. Access Sharing Sets

C. Manage Setup

D. Manage Experiences

ANSWER: A D

Explanation:

Access Experience Management and **Manage Experiences** are permissions that support an external user acting as an Experience Cloud site moderator. Access Experience Management provides access to the Experience Management capabilities used to work with site content and related experience-management functions. This lets an appropriately licensed external user participate in the operational activities required to keep a site's experience and content managed.

Manage Experiences is also a relevant elevated permission for experience administration and moderation. Salesforce identifies it among the permissions that can be assigned to members who need to help administer and moderate an Experience Cloud site. Granting moderation-related permissions through a permission set is generally preferable to expanding a profile, because it limits elevated access to the specific external users who need it and makes the assignment easier to review and remove later.

Administrators should still apply least privilege, confirm that the user's external identity license supports the intended access, and grant any additional object, topic, feed, or content permissions needed for the organization's specific moderation workflow. Salesforce's guidance on enabling and administering Experience Cloud sites is available in the Experience Cloud documentation and the Salesforce data-access guidance.

QUESTION NO: 13

Northern Trail Outfitters (NTO) offers a new product that is different in North America. EMEA, and Asia Pacific regions. Pages have been created and published for this product. The site manager has applied criteria to ensure that visibility for these product pages are applied as per the requirements for each region. NTO further wants to control the users who see a specific page of this product by setting its visibility.

Which three visibility options are available in Experience Cloud? Choose 3 answers

A. None

B. Visible

C. Personal

D. Default

E. Audience

ANSWER: A D E

Explanation:

The available Experience Cloud page visibility settings are **None**, **Default**, and **Audience**. These settings let a site manager determine the baseline availability of a page or page variation and then tailor the experience for different groups of site users. **Default** identifies the standard page variation that is available when a visitor does not meet the criteria for a more targeted variation. **Audience** makes a page variation available to users who match configured audience criteria, such as profile, location, or other attributes supported by the audience definition. This is the setting NTO can use to deliver region-specific product content to North America, EMEA, and Asia Pacific users. **None** is also an available visibility selection and prevents the page variation from being displayed to users. It is useful while managing content availability or when a variation should not be exposed. Salesforce describes how page variations and audience targeting support personalized Experience Cloud sites in its [Experience Cloud page variations documentation] and its [Experience Cloud Basics Trailhead module].

QUESTION NO: 14

Universal Containers (UC) works with regional partners to sell localized products. UC Is actively accepting new partner applications in certain regions. Partners can only apply using uCs referral program, and the application form in certain regions can potentially contain a varying degree of sensitive information. The list of existing partners must not be shared with the general public.

What should the Experience Cloud consultant recommend?

A. Create an app for the Internal business development team and allow them to generate token-based referral links for existing partners In their region.

B. Create a public site for existing partners and allow them to generate token-based referral links for prospect partners.

C. Create a public site for prospect partners, show them a nondisclosure agreement, and allow them to fill out on application form on the site.

D. Create an authenticated digital experience for partners and allow them to refer other partners in their region.

ANSWER: D

Explanation:

Create an authenticated digital experience for partners and allow them to refer other partners in their region. is the appropriate recommendation because it places referral activity within a controlled, identity-based partner environment. Existing partners must sign in before viewing referral capabilities, so UC can apply sharing rules, partner account relationships, roles, permission sets, and audience targeting to limit each partner's access to the appropriate regional information. This protects the existing-partner list from public exposure while enabling approved partners to participate in the referral process.

An authenticated Experience Cloud site also provides a secure foundation for handling applications that can include sensitive regional information. UC can expose the relevant referral and application processes only to intended users and can tailor access and content by region. This approach supports partner collaboration while maintaining the access controls expected for confidential partner data. Salesforce describes partner-focused Experience Cloud sites as a way to connect and collaborate with channel partners, with access governed through the partner user model and sharing configuration. See Salesforce's [Partner Central and partner site overview] and the [Experience Cloud sharing guidance].

QUESTION NO: 15

Dreamscape Flowers (DF) is planning to use Salesforce Partner Relationship Management (PRM) to manage partner lifecycle. DF is aware that Salesforce PRM can help with channel sales, lead distribution, and co-marketing with partners.

Which other three features come standard with Salesforce PRM that DF can leverage without any code customization?

Choose 3 answers

A. Partner Value Score Matrix

B. Case Escalation

C. AI-Powered Knowledge Base

D. Partner Incentivization Map

E. Chat

ANSWER: B C E

Explanation:

Case Escalation, **AI-Powered Knowledge Base**, and **Chat** are standard capabilities that can be exposed to partners through a Salesforce PRM implementation using configuration rather than custom code. Case management lets partners submit and track support requests, while escalation processes can route unresolved or high-priority cases to the appropriate internal teams based on configured criteria. This gives partners a structured support path during selling, onboarding, and post-sale activities.

A knowledge base provides partners with self-service access to approved product, process, and support content. Salesforce can enhance knowledge discovery with AI-driven recommendations and search capabilities where the relevant Einstein features are licensed and enabled. Chat supports real-time collaboration and support interactions, helping partners quickly obtain assistance from internal channel, sales, or support teams. These capabilities can be configured in an Experience Cloud site and governed through standard sharing, audience, and permission settings. Salesforce describes PRM's partner-facing engagement and support capabilities at Salesforce Partner Relationship Management. For configuration concepts for partner sites and self-service experiences, see Salesforce Trailhead: Partner Relationship Management Basics.

QUESTION NO: 16

Ursa Major Solar is creating an employee experience portal.

Using audience targeting, how should the Experience designer set it up so that different pages in the portal appear to different departments and roles within those departments?

A. By using Location criteria and specifying which IP address applies to each department and domain

B. By using Profile criteria and selecting the Service profile

C. By using Domain criteria and creating custom domains for each department or role to access the portal

D. By using User criteria and selecting appropriate user fields on CRM objects

ANSWER: D

Explanation:

By using User criteria and selecting appropriate user fields on CRM objects is correct because Experience Cloud audience targeting can evaluate attributes associated with the logged-in user. An administrator or Experience Builder user can define an audience using user criteria based on fields available through the user record and related CRM data, then assign that audience to variations of pages or components. For an employee portal, criteria such as Department and Role can identify the appropriate employee groups, including more granular combinations—for example, a particular role within a specific department. This lets the site deliver relevant page content and navigation to each employee without requiring separate portals or URLs. The audience is evaluated when users access the site, so each user receives the page variation intended for their assigned business context. Salesforce documents audience criteria as a way to target site content based on characteristics of site users, including user information from Salesforce records. See Salesforce Help: Audiences in Experience Builder and Trailhead: Experience Cloud Audience Targeting.

QUESTION NO: 17

Northern Trail Outfitters (NTO) reports that 50% of calls to its support line are for repeatable issues.

Using standard out-of-the-box functionality, in which ways can NTO decrease its call volume using an Experiences site?

Choose 3 answers

A. Create an FAQ Knowledge article.

B. Deploy a chatbox to address common questions.

C. Enable Chatter Questions to encourage peer-to-self-service

D. Create a public ''announcement only' group for moderators to address common questions.

E. Create an FAQ rich text component on the Home page.

ANSWER: A B C

Explanation:

Create an FAQ Knowledge article, **Deploy a chatbox to address common questions**, and **Enable Chatter Questions to encourage peer-to-self-service** provide complementary self-service channels in an Experience Cloud site. Knowledge articles make approved, reusable answers available to customers at the moment they search for help. A well-maintained FAQ article can address frequent, predictable support needs without requiring a service representative to participate. Salesforce Knowledge is designed to surface searchable help content in self-service experiences, including Experience Cloud sites.

A chatbot can guide visitors through common questions conversationally, present relevant answers or actions, and escalate to assisted support only when the automated path cannot resolve the issue. This helps deflect repetitive contacts while maintaining an accessible support entry point. Chatter Questions enables customers and community members to ask questions and receive answers from peers, subject-matter experts, and moderators. Over time, those answered questions become a searchable community resource, reducing duplicate requests and encouraging customers to resolve issues independently. Together, curated Knowledge, automated conversational assistance, and peer-driven questions create an effective standard self-service strategy. See Salesforce's Knowledge in Experience Cloud overview and Chatter Questions documentation.

QUESTION NO: 18

Northern Trail outfitters (NTO) aims to provide personalization by encouraging its individual customers to self-register in its B2C Experience site. NTO is not looking to create a placeholder account.

NTO Experience consultant has set up self-registration in its Login and Registration pages. NTO's site manager has configured the Allow external users to self-register'' option. NTO uses Customer Community Plus Licenses.

Which two steps are needed to complete self-registration in NTO's Experience site?

Choose 2 answers

A. Ensure that the Account field is empty in the registration section.

B. Contact Salesforce Customer Support to enable Communities Self Registration Controller.

C. Ensure that the Contact field is empty in the registration section.

D. Contact Sales customer Support to enable Person Accounts.

ANSWER: A D

Explanation:

For self-registering individual B2C users without assigning them to a shared or placeholder business account, NTO must use Person Accounts. A Person Account combines the account and contact representation for an individual, allowing each self-registering customer to have their own record relationship rather than being created as a contact beneath a common account. Because Person Accounts are an org-level feature that Salesforce enables, NTO must contact Salesforce Customer Support to request enablement before this registration design can be completed.

The registration configuration must also leave the Account field empty. Supplying an account in the registration setup associates the new user's contact with that specified account, which is the pattern used for a business-account or placeholder-account model. Leaving it empty supports the Person Account-based model required for individual consumer registration. Once Person Accounts are enabled and the registration configuration does not supply an account, the Experience Cloud self-registration process can create the appropriate individual customer identity and external user association. Salesforce describes Person Accounts and their account/contact behavior in its Person Accounts overview; Experience Cloud self-registration configuration is covered in Configure Self-Registration for Experience Cloud Sites.

QUESTION NO: 19

Cloud Kicks (CK) is preparing to use the custom domain partners.cloudkicks.com for its Experience Cloud site.

Which two actions should CK complete when configuring the custom domain? Choose 2 answers

A. Add and configure the custom domain in Salesforce Domain Management.

B. Create the required CNAME record in the DNS provider.

C. Create a Connected App for the custom domain.

D. Add the domain to the organization's remote site settings.

ANSWER: A B

Explanation:

CK must **add and configure the custom domain in Salesforce Domain Management**. Salesforce uses the domain configuration to associate the hostname with the intended Experience Cloud site and to manage the required domain and certificate settings.

CK must also **create the required CNAME record in its DNS provider**. The CNAME directs requests for partners.cloudkicks.com to the Salesforce-provided target. DNS propagation can take time, so CK should validate the domain configuration and test the site before communicating the new URL to partners. See Salesforce guidance on custom domains for Experience Cloud sites.

QUESTION NO: 20

DreamHouse Realty (DR) plans to invite individuals from several new companies to its Broker Portal and would like to differentiate the user experience for each company.

Which three options should the DR system administrator use to personalize the look and feel of the portal for each new brokerage?

Choose 3 answers

A. Branding Sets

B. Audience Sets

C. Page Variations

D. Audience Targeting

E. Partner User Roles

ANSWER: A C D

Explanation:

Branding Sets, **Page Variations**, and **Audience Targeting** work together to tailor an Experience Cloud site to distinct brokerage companies. Branding Sets let an administrator define and apply visual identity elements such as logos, colors, and related styling, so each brokerage can receive a recognizable branded presentation. Page Variations enable different versions of a page to be created and shown to different groups, allowing the portal's layout, components, and content presentation to reflect each brokerage's needs. Audience Targeting connects those experiences to the appropriate users by evaluating audience criteria, such as user or account attributes, and delivering the applicable variation and targeted content when users access the site. This combination supports both consistent company-specific visual branding and personalized page experiences without requiring a separate portal implementation for every brokerage. Salesforce describes branding configuration for Experience Builder sites in its Branding Sets documentation and explains how targeted experiences are delivered through Audience Targeting.

QUESTION NO: 21

What are two Salesforce recommendations for setting up partner roles in large orgs? Choose 2 answers

A. Create partner roles in the same branch in your Role Hierarchy.

B. Create partner roles in a separate branch in your Role Hierarchy.

C. Grant partner users access to the partner account using a Sharing Rule,

D. Reduce the number of roles to one to improve system performance.

ANSWER: B C

Explanation:

Creating partner roles in a separate branch in your Role Hierarchy is recommended because partner users should be isolated structurally from internal users and from other partner accounts. A separate branch supports the intended partner-account data model while limiting unnecessary role-hierarchy sharing calculations across a large organization. Salesforce creates partner role structures beneath the account associated with partner users, and those roles support record access within the partner account according to the organization's sharing model.

Granting partner users access to the partner account using a Sharing Rule is also recommended for large organizations. Sharing Rules provide an explicit, scalable way to grant the necessary access to the account and its related records without relying on an overly broad role hierarchy. This approach lets the organization use criteria-based or owner-based sharing as appropriate and maintain controlled access as partners, accounts, and users change. Together, separate role branches and targeted sharing rules help preserve data segregation and support maintainable external-user access at scale. See Salesforce's guidance on partner roles and sharing rules.

QUESTION NO: 22

Bloomington Caregivers (BC) has created a customer Experience site using Experience Cloud that gives customersthe ability to pay this, manage appointments, and open cases with support. BC also has a partner Experience site on Experience Cloud. The company's leadership has now decided to extend access to the customer Experience site to its partners and internal Salesforce users so they can collaborate more effectively.

What is the recommended way to add partners and internal users to the customer Expenence site?

A. Create business accounts for partners and internal users, enable the accounts as customers, and thencreate users under these accounts by creating contacts.

B. Configure SSO between the partner site and customer site so partners get access. Also configure SSO between internal org and the customer site so internal users get access to the customer site.

C. access to the customer site.

D. Enable the partner accounts and the internal accounts as customers; the users under these accounts will then automatically gam access to the customer site.

E. Add the appropriate partner and internal-user profiles or permission sets to the customer Experience site's membership.

ANSWER: E

Explanation:

Add the applicable partner and internal-user profiles or permission sets to the customer Experience site's membership, then ensure the individual users have the required licenses and permissions. Experience Cloud site access is governed through the site's Members settings, where an administrator grants access by adding profiles and/or permission sets. This allows BC to make the customer site available to the intended partner and employee populations without changing the fundamental classification of their account records. For partners, the selected profile or permission set must be compatible with the external user's Experience Cloud license. For employees, an internal Salesforce user profile or permission set can be added to the same site membership so those users can sign in and collaborate in the site according to the permissions they have been assigned. After membership is configured, sharing settings, object permissions, and site audiences can further control which records and pages each group can access. Salesforce documents site membership management in Manage Members of an Experience Cloud Site and explains Experience Cloud user administration in Trailhead: Manage Experience Cloud Users.

QUESTION NO: 23

The system administrator at Get Cloudy Consulting is trying to import Customer Portal users to the newly created Experience Cloud. However, the import failed.

What could be two reasons for this failure?

Choose 2 answers

A. The portal role record has not been created.

B. The portal profile record has not been created.

C. User records are missing.

D. Contact records have not been created.

ANSWER: A D

Explanation:

Customer Portal users are external users and must be tied to an existing Contact record. During a user import, Salesforce uses the Contact ID to establish the external user's relationship to the customer's account. Therefore, "Contact records have not been created." can prevent the portal-user records from being created successfully. Salesforce documents the ContactId field as the relationship field used for portal and community users in the User object reference.

"The portal role record has not been created." can also cause an import failure when the external-user configuration requires a portal role. Portal roles provide the role-hierarchy placement used to support access and record sharing for applicable portal users. The required portal role must be available before user records that depend on it can be provisioned. Administrators should confirm that the portal's user configuration, associated accounts and contacts, profiles, and required role setup are in place before loading users.

For implementation details, review Salesforce's User object reference and the Experience Cloud user administration guidance.

QUESTION NO: 24

Northern Trail Outfitter is looking to implement a public Knowledge base. The company has 1, 000 articles stored in an external systems.

Some of the articles are more than 2 years old.

What should a consultant recommend to optimize the public knowledge base?

A. Manually add the top performing articles to Salesforce and select Authenticated Sites as the Channel.

B. Bulk-import all articles to Salesforce and archive duplicate and outdated articles.

C. Manually add the top performing articles to Salesforce and select the Public Knowledge Base channel.

D. Bulk-import the top performing articles to Salesforce and select the public knowledge base channel.

ANSWER: B

Explanation:

Bulk-import all articles to Salesforce and archive duplicate and outdated articles is the appropriate recommendation because it supports a complete, scalable Knowledge migration while establishing a governed content-cleanup process. With approximately 1,000 existing articles, manually recreating content is inefficient and risks omitting information that may still be useful to customers or support teams. Salesforce Knowledge supports importing article content in bulk, allowing the organization to bring its existing knowledge corpus into the platform and then manage it using Salesforce's article lifecycle capabilities.

Once imported, content owners can review articles for relevance, duplication, and currency. Articles that are no longer suitable for customer consumption should be archived rather than simply deleted, preserving historical material when needed while keeping active search results and public-facing content focused, accurate, and easier to maintain. This approach also creates a durable foundation for assigning ownership, scheduling periodic reviews, and publishing approved articles for public access. Salesforce documents Knowledge article import and management capabilities in its Knowledge import guidance and describes article lifecycle and archival concepts in the Salesforce Knowledge article actions documentation.

QUESTION NO: 25

Cloud Kicks (CK) wants to create a public site to recruit potential volunteers. Volunteenng events are stored in a custom VolunteeringEvent object.

How can CK give guest users access to a custom object?

A. Through guest user roles

B. Through guest user Sharing Sets

C. Through guest user organization-wide defaults (OWD)

D. Through guest user Sharing Rules

ANSWER: D

Explanation:

Through guest user Sharing Rules is correct because Salesforce uses guest user sharing rules to grant a site's unauthenticated guest users record-level access to records for an object, including a custom object such as VolunteeringEvent. Cloud Kicks can create a criteria-based or owner-based guest user sharing rule that shares the appropriate VolunteeringEvent records with the site guest-user account. This lets public-site visitors see only the event records intended for public visibility, rather than exposing every record indiscriminately.

Record sharing is only one part of the configuration. The site guest-user profile must also have the required object-level permission, such as Read on VolunteeringEvent, and field-level security must permit access to the fields displayed on the site. The Experience Cloud site can then use its pages, components, or CMS-driven navigation to present those records to visitors. Salesforce documents guest user sharing rules as the mechanism for extending record access to unauthenticated users while retaining controlled, object-specific access. See Salesforce Help: Guest User Sharing Rules and Salesforce Help: Guest User Profiles.

QUESTION NO: 26

Insightopia's Experience Cloud site went live on the first day of the last month. The launch has been very successful, and the number of community members has reached the first milestone of 10,000. The Experience Cloud site manager wants to implement gamification methods to increase engagement and adoption.

What should be the recommended approach for implementing gamification?

A. Use the Missions feature to assign badges to members automatically.

B. Use the Einstein game mechanics feature for implementing gamification.

C. Build flows to implement gamification for community members.

D. Organize a community event to get ideas for implementing gamification.

ANSWER: A

Explanation:

Use the Missions feature to assign badges to members automatically. Missions are an out-of-the-box Experience Cloud gamification capability designed to encourage the behaviors that make a community more useful and engaging. A site manager can define a mission as a set of activities or achievements for members to complete, then associate badges as rewards. For example, a mission can recognize members for completing profile information, contributing helpful content, answering questions, or otherwise participating in the community. This gives members visible goals and recognition, helping reinforce repeat participation and adoption without requiring a custom application. Missions work with Experience Cloud's broader reputation and recognition model, which includes points, levels, and badges. The manager should first identify the member behaviors that support the site's business objectives, create missions around those behaviors, and use meaningful badges to reward completion. Salesforce describes gamification as a way to motivate community members through reputation, badges, and related recognition features. See the Salesforce Trailhead gamification overview and Salesforce Help: Experience Cloud gamification.

QUESTION NO: 27

Get Cloud Consultant (GCC) is implementing a Salesforce- based solution for a global coffee brand. The coffee company works with agrp research and coffee growers from around the work. These researcher will submit their recommendation in the system which will go through an approval process before reaching coffee growers who will ultimately use those recommendation during cultivation.

The Design team estimates the need for at least 20 custom objects given that the coffee company plans to use Salesforce to also manage incentives. Compensations, distribution, and projections.

Which user license Should GCC recommend for the researchers?

A. Customer Community

B. External Apps

C. Partner Community Plus

D. Customer Community Plus

ANSWER: B

Explanation:

External Apps is the appropriate license because the researchers need external access to a solution built around a substantial custom data model. They must create and submit recommendations, and those recommendations must participate in a business process that includes approval before the information is made available to growers. The solution is also expected to use at least 20 custom objects for related capabilities such as incentives, compensation, distribution, and projections.

External Apps licensing is designed for external users who need access to custom applications and supports a much larger custom-object allowance than customer-focused community licenses. This makes it suitable where external users need to work with multiple custom objects, rather than simply consume self-service content or interact with a small, predefined set of records. The license can therefore support the researchers' role in entering and managing recommendation data within the broader Salesforce application while the organization applies its internal approval process and controlled sharing model.

Salesforce describes Experience Cloud external-user license types and their intended use cases in its [Experience Cloud license overview](). For current contractual limits and product entitlements, consult Salesforce's [Product-Specific Terms]().

QUESTION NO: 28

The Experience Cloud site manager of Cloud Kicks has enabled reputation for its community members, As per the recommendation given by the Experience Cloud consultant, a decision was made to use the out of the box features.

Which two things happen automatically when the site manager enables automation? Choose 2 answers

A. Customer portal members gain the ability to provide badges to other members.

B. Inactive and active members are assigned default reputation points.

C. Chatter influence is removed from the Contribution section on the Profile page.

D. Default point system and set of reputation levels become available.

ANSWER: C D

Explanation:

Enabling Reputation activates Salesforce's out-of-the-box gamification framework for the Experience Cloud site. A default point system and a predefined set of reputation levels become available immediately, giving the site a baseline mechanism to recognize member participation. Administrators can subsequently tailor the points awarded for supported actions and adjust level thresholds to align the program with the community's engagement goals, but Salesforce supplies the initial point and level structure as part of the feature.

Reputation also takes over the role previously served by Chatter influence in member profiles. Consequently, Chatter influence is removed from the Contributions section on the Profile page, so the member's standing is represented through the Reputation model rather than the older Chatter influence metric. This provides a consistent recognition experience based on reputation points, levels, and related engagement activity within the site.

Salesforce describes Reputation as a way to recognize and reward members for participating in an Experience Cloud site. See [Salesforce Help: Reputation Overview]() and [Trailhead: Reputation in Experience Cloud]().

QUESTION NO: 29

Cloud Kicks has created a page containing confidential partner pricing information. Unauthenticated visitors must be redirected to sign in before they can access the page.

How should the Experience Builder administrator configure the page?

A. Set the page access to Members Only.

B. Set the page access to Public.

C. Add the page to a hidden navigation menu.

D. Configure the page as a login page variation.

ANSWER: A

Explanation:

The administrator should set the page access to **Members Only**. This configuration restricts the page to authenticated users who are eligible members of the Experience Cloud site. Visitors who are not signed in are directed through the site's authentication process rather than being allowed to view the protected page.

Page access controls the ability to reach the page, but it does not replace Salesforce data security. Cloud Kicks must also ensure that partner users have the appropriate object permissions, field-level security, and record-sharing access for any CRM data displayed on the page. See Salesforce's [Experience Builder page access documentation](#).

QUESTION NO: 30

Ursa Major Solar (UMS) wants to differentiate between the leads created by partners and the leads created by its

own Sales team. All lead records are shared with partners: however, some of the information captured by the

Sales team on the lead record should not be shared with partners.

Which two steps should UMS take at a minimum in order to meet the requirement?

Choose 2 answers

A. Create Lead Record Types for Lead Distribution.

B. Enable "Lead Sharing" in Digital Experience settings.

C. Create a separate channel for partners in PRM Workspaces.

D. Create Page Layouts for Lead Distribution.

ANSWER: A D

Explanation:

Create Lead Record Types for Lead Distribution is appropriate because record types let UMS classify leads based on their business process and origin, such as partner-created leads versus leads created by the internal Sales team. Record types can then be assigned to the relevant user profiles or permission sets, allowing Salesforce to present the applicable process and page configuration to each audience. This gives UMS a scalable way to distinguish the two lead populations while continuing to use the standard Lead object.

Create Page Layouts for Lead Distribution is also required to provide each audience with an appropriate Lead user interface. UMS can configure a partner-facing page layout that omits the fields intended only for the internal Sales team, while assigning an internal layout that includes those fields. Associating layouts with the appropriate record types and profiles ensures that partners see the lead information and actions relevant to their work, while Sales users can capture and view their additional operational details. Salesforce documents how record types control business processes and page layouts, and how page layouts determine the fields displayed to users: Salesforce Record Types and Salesforce Page Layouts.

QUESTION NO: 31

Cloud Kicks (CK) is launching a new public marketing site. The company expects a large volume oftraffic and wants to ensure its site performs well. CK also wants repeat visitors to have the fastest browsing experience possible.

What should CK do to get the best performing site?

A. Schedule Apex jobs to push content to users' browser caches.

B. Use Next Best Action to predict what content to serve to the user's browser.

C. Disable Visualforce to make all pages switch to Lightning.

D. Enable and configure the Content Delivery Network so that public content is cached.

ANSWER: D

Explanation:

Enable and configure the Content Delivery Network so that public content is cached. A CDN improves the performance and scalability of a public Experience Cloud site by storing cacheable static resources at geographically distributed edge locations closer to visitors. Instead of every visitor request being served directly from Salesforce, resources such as images, JavaScript, CSS, and other static site assets can be delivered from a nearby CDN edge server. This reduces latency, lowers the load placed on the origin platform during high-traffic periods, and improves page-load performance. It is especially valuable for a public marketing site, where many anonymous visitors may request the same assets and where globally distributed traffic is common. Repeat visitors benefit from efficient delivery of cached public assets, helping create a faster browsing experience. Salesforce provides CDN support for Experience Cloud sites and documents the configuration and behavior of caching for public sites. Administrators should enable the CDN for the site and ensure that appropriate public resources are configured for cacheable delivery. See Salesforce's Content Delivery Network for Experience Cloud documentation and its Experience Cloud site performance guidance.

QUESTION NO: 32

Cloud Kicks wants to allow site users to tag site content with custom tags or member-created topics.

Which two permissions must be enabled for site users in Setup to accomplish this?

Choose 2 answers

A. Create Topics

B. Assign Topics

C. Tags Allowed

D. Member Can Access Topics

ANSWER: A B

Explanation:

Create Topics and **Assign Topics** are the required permissions for this use case. Create Topics allows an Experience Cloud site user to create a new topic when an appropriate existing topic is unavailable. This is what supports member-created topics, enabling the community's taxonomy to grow based on the content and discussions that members contribute. Assign Topics allows the user to apply a topic to supported content, making that content discoverable through topic navigation, topic detail pages, and search-related experiences. Together, these permissions let a member both create a custom topic and tag eligible site content with it. Administrators assign these permissions through the profile or permission set associated with the site member user; the user must also have the applicable access to the content being tagged. Salesforce describes topics as a way to organize and discover records and content, while Experience Cloud can expose topic-based navigation and content discovery to members. See Salesforce's Topics for Experience Cloud overview and the Salesforce Topics overview for topic concepts and configuration guidance.