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Salesforce Loyalty Management Accredited Professional Sample Questions (Q99-Q104):

NEW QUESTION # 99

A company's Marketing Team needs to set up a promotion and use Promotion Market Segments where members of a specific age

range and with expressed preferences will benefit from this promotion.

What is the recommended solution for the team to set up the Promotion Market Segments?

- A. Salesforce Marketing Cloud
- B. Salesforce Reports and Dashboards
- **C. Salesforce Customer Data Platform**
- D. Custom coded solution

Answer: C

Explanation:

To set up Promotion Market Segments for members within a specific age range and with certain preferences, the recommended solution is:

* D: Salesforce Customer Data Platform (CDP), which allows for the creation of detailed segments based on a wide range of criteria, including demographic data and expressed preferences.

NEW QUESTION # 100

Cloud Kicks has been using Loyalty Management, Sales Cloud, and Service Cloud as part of its tech stack to manage its Loyalty Program. The marketing team is interested in implementing Salesforce Marketing Cloud, so Loyalty program members can be informed and engaged with personalized emails sent using Salesforce Marketing Cloud.

Using the least development effort, how can the Loyalty Management Consultant accomplish the necessary integration between Salesforce Marketing Cloud and Loyalty Management platforms?

- A. Design Datasets with Dataflows and the Dataset Builder
- B. Install and configure Salesforce Marketing Cloud Contacts Connection
- **C. Install and configure Marketing Cloud Connect to integrate with Loyalty Management**
- D. Create a connected app to integrate Salesforce Loyalty Management and Marketing Cloud via APIs

Answer: C

NEW QUESTION # 101

An Administrator must configure a tier point reset for a Loyalty Program to occur once every two years.

Which two settings does the Administrator need to consider in this scenario?

- **A. The qualifying point reset date, period, and frequency are set on the tier group.**
- B. The Currency type field must correspond to qualifying.
- C. The currency type field must correspond to non-qualifying.
- D. The Loyalty tier group field is populated.

Answer: A

Explanation:

For configuring a tier point reset in Salesforce Loyalty Management that occurs once every two years, the administrator needs to consider:

* The qualifying point reset date, period, and frequency are set on the tier group (B): This setting ensures that members' qualifying points are reset according to the specified schedule, in this case, every two years. This reset mechanism is crucial for maintaining the program's competitiveness and encouraging ongoing member engagement.

The option A, "The Loyalty tier group field is populated," is a prerequisite for tier management but not directly related to the reset settings. Options C and D, regarding the Currency type field, are not relevant to the tier point reset settings, as the reset pertains to the accumulation and expiration of qualifying points within the tier structure, not the currency type.

Salesforce Loyalty Management documentation would provide detailed instructions on configuring tier resets, including the impact of different settings on member tiers and how to communicate changes effectively to maintain member satisfaction and engagement.

NEW QUESTION # 102

A Loyalty Program Manager has proposed a new promotion with the following redemption requirements on their non-qualifying points for the two respective tiers.

* for Gold-tier members, a single non-qualifying point is equal to \$2 if the total purchase value is \$200 or more.

* for Gold-tier members, a single non-qualifying point is equal to \$1 if the total purchase value is less than

\$200.

* for Gold-tier members, a single non-qualifying point is equal to \$1, irrespective of the total value of the purchase.

Considering the above requirements, which three redemption rule options should be selected for the proposed promotion?

- A. "Gold" tier member with the transaction amount is \geq \$200, then "Outcome": tier-qualifying multiplier =2
- B. "Blue" tier member with any transaction amount, then "Outcome": non-qualifying point deduction = transaction amount.
- C. "Blue" tier member with any transaction amount is \leq \$200, then "Outcome"; non-qualifying point deduction = transaction amount.
- D. "Gold" tier member with the transaction amount is \geq \$200, then "Outcome": non-qualifying point deduction = transaction amount.
- E. "Gold" tier member with the transaction amount is \geq \$200, then "Outcome": non-qualifying point deduction = transaction amount / 2.

Answer: B,D,E

NEW QUESTION # 103

How is Loyalty Management data, including Loyalty Program, Loyalty Tier, and Member Benefits made available in Salesforce CDP?

- A. Configure Loyalty Management Bundle Data Mappings.
- B. Ensure Loyalty data is enabled and mapped in the CDP daily.
- C. Configure Loyalty data in the CDP through S3 buckets (Cloud).
- D. Configure the Loyalty Data Accelerator Package.

Answer: A

Explanation:

Loyalty Management data, including Loyalty Program, Loyalty Tier, and Member Benefits, is made available in Salesforce CDP through Configure Loyalty Management Bundle Data Mappings (D). This approach involves setting up specific data mappings within Salesforce CDP to ensure that data from Loyalty Management is correctly ingested, transformed, and made available within CDP for further analysis and segmentation.

NEW QUESTION # 104

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