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Salesforce Loyalty Management Accredited Professional Sample Questions (Q36-Q41):

NEW QUESTION # 36

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 currency type field must correspond to non-qualifying.
- B. The Currency type field must correspond to qualifying.

- C. The Loyalty tier group field is populated.
- D. The qualifying point reset date, period, and frequency are set on the tier group.

Answer: D

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 # 37

The Loyalty Administrator for Northern Trail Outfitters (NTO) defines Basic and Premium as the two Tiers for its Insider program. They want to define a free product sample for all members in Premium Tier.

How does NTO configure tiers within the Loyalty Program to give vouchers for members in the Premium Tier?

- A. Voucher Management; Benefits Setup (in Program console); Benefit Action to process benefits
- B. Voucher Management; Benefits Setup (in Program console); Benefit Action to define downstream actions and FLOW - Benefit action for orchestration
- C. Voucher Management and Benefits Setup
- D. Voucher Management and Benefit Action

Answer: B

Explanation:

To configure tiers within the Loyalty Program at Northern Trail Outfitters (NTO) for giving vouchers to members in the Premium Tier, the configuration involves Voucher Management; Benefits Setup (in Program console); Benefit Action to define downstream actions and FLOW - Benefit action for orchestration (C). This comprehensive approach allows for the creation and management of vouchers as benefits associated with the Premium Tier, the setup of these benefits within the Loyalty Program console to specify the conditions and entitlements, and the use of Salesforce Flow for orchestrating the process of issuing vouchers to qualifying members. This method ensures that vouchers are systematically managed, associated with the correct tier and member eligibility criteria, and efficiently distributed to members through automated processes, enhancing the value and appeal of the Premium Tier.

Salesforce documentation on Loyalty Management would detail the steps for setting up and managing tier-based benefits, including the use of Voucher Management and Flow for effective benefit administration and member engagement.

NEW QUESTION # 38

The VP of Loyalty Technology at ABC Corp. wants to launch a new Loyalty program with minimal development time. However, its current Loyalty engine requires several complex system integrations with its marketing and customer service platforms. A Technical Consultant is brought in to assess the company's business requirements and recommend a feasible solution to deliver the desired Loyalty program for its customers.

Which two seamless integrations within the Salesforce ecosystem, does

Salesforce Loyalty Management offer that can be easily enabled by the Technical Consultant to meet the customer's business requirement?

- A. Supplier and Partner Ecosystem
- B. Salesforce Service Cloud
- C. Third-party Customer Data Platform (CDP)
- D. Salesforce Marketing Cloud

Answer: B,D

Explanation:

Salesforce Loyalty Management offers seamless integrations within the Salesforce ecosystem that can be easily enabled to meet

ABC Corp.'s business requirements for launching a new Loyalty program, including:

- * Option A: Salesforce Service Cloud, which can be integrated to manage customer service interactions and inquiries related to the Loyalty Program, enhancing the overall customer experience.
- * Option D: Salesforce Marketing Cloud, which allows for the creation and management of targeted marketing campaigns to engage Loyalty Program members, promote rewards, and encourage participation.

NEW QUESTION # 39

A member reaches out to the Member Services team regarding points that have expired and requests to restore them. The Loyalty program has a fixed model expiration for non-qualifying points.

How should the Member Services Agent restore the expired points and also set them to expire in the next two months?

- A. Delete the transaction journal that expired the points and re-run the expiration Data Processing Engine job after two months
- **B. Use 'Adjust Points' action on Loyalty Program Member page to credit points and select the Points Expiration Date as two months from the current date**
- C. Edit the 'Credit' ledgers corresponding to the points that expired and extend the expiration date to two months from the current date
- D. Edit the Loyalty Member Currency record to restore the Points Balance and set the 'NextExpirationDate' field to two months from the current date

Answer: B

Explanation:

To restore expired points for a member in a Loyalty program with a fixed model expiration for non-qualifying points and set them to expire in the next two months, the Member Services Agent should:

* Use 'Adjust Points' action on Loyalty Program Member page to credit points and select the Points Expiration Date as two months from the current date (B): This action allows for the direct adjustment of the member's points balance, including the ability to specify a new expiration date for the credited points. It's a straightforward and effective way to restore expired points and set a new expiration date, aligning with the member's request.

Deleting the transaction journal that expired the points (option A), editing the 'Credit' ledgers (option C), or editing the Loyalty Member Currency record (option D) are not standard practices for restoring expired points and setting a new expiration date in Salesforce Loyalty Management.

Salesforce documentation on Loyalty Management would detail the process for adjusting points, including how to handle requests for restoring expired points and setting new expiration dates, ensuring member satisfaction and program integrity.

NEW QUESTION # 40

Universal container launched a Loyalty Program. The Salesforce Administrator to..... to create a private portal for the Loyalty Program

What is the last step the Salesforce Administrator must complete?

- A. Add the relevant Experience Cloud components to the pages
- B. Create the Experience Cloud site
- **C. Activate the Experience Cloud site**
- D. Associate the Loyalty Program with the site

Answer: C

Explanation:

The last step the Salesforce Administrator must complete to create a private portal for the Loyalty Program using Experience Cloud is to activate the Experience Cloud site. Activation is the final step that makes the site accessible to users. Once the site is activated, members can access the portal, where they can engage with the Loyalty Program, view their points and tiers, and take advantage of program benefits. Activation is crucial as it transitions the site from a development or staging phase to a live environment.

NEW QUESTION # 41

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