

Free PDF Quiz 2026 Salesforce AP-212: Loyalty Management Accredited Professional–High-quality Exam Sample



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

NEW QUESTION # 36

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

Answer: A

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 # 37

Which set of features should a Consultant check before setting up expanded partner management?

- A. Advanced license, PostPaid Billing Type, Partner Ledgers, Partner Conversion Factor for Currencies
- B. Growth license, PostPaid Billing Type, Partner Ledgers, Partner Conversion Factor for Currencies
- C. Advanced license, Partner Ledgers, Partner Transactions, Billing Type
- D. Growth license, Prepaid Billing Type, Partner Transactions, Partner Conversion Factor O for Currencies

Answer: A

Explanation:

Before setting up expanded partner management in Salesforce Loyalty Management, a Consultant should verify the following features are available:

* Option C: An "Advanced" license, which typically provides a broader set of functionalities and capabilities within Salesforce applications, including Loyalty Management.

* "PostPaid Billing Type," indicating the billing arrangement with partners, which is relevant for managing financial transactions within the Loyalty Program.

* "Partner Ledgers," which are necessary for tracking financial transactions and point exchanges with partners.

* "Partner Conversion Factor for Currencies," enabling the management of loyalty points and currency conversion across different geographies and partner locations.

These features collectively support the expanded management of partner relationships within the Loyalty Program, including financial transactions, point conversions, and international operations.

NEW QUESTION # 38

A total group wants to implement a Loyalty program that gives its members points based on the numbers of nights per stay each time members visit one of its hotels.

Once a customer reaches 1000 points, members can redeem points with any hotel within the hotel group. The points can be converted to cover the cost of one night's stay on the next visit. The hotel group hopes this incentive will encourage its members to book more frequently, increasing revenue.

Which type of currency should a Loyalty Consultant use to set up the Loyalty program to accomplish the hotel group's goals?

- A. Non-Qualifying Points
- B. Qualifying Points
- C. Non-Qualifying and Qualifying Points
- D. Tier Qualifying Points

Answer: A

Explanation:

To accomplish the hotel group's goals, a Loyalty Consultant should use Non-Qualifying Points as the currency type for the Loyalty program. Non-Qualifying Points are ideal for rewards that do not contribute to tier progression but can be redeemed for benefits, such as a free night's stay. This setup allows members to earn points based on their stays, which can then be redeemed for rewards within the hotel group, encouraging more frequent bookings and enhancing member loyalty.

NEW QUESTION # 39

The VP of Loyalty at Northern Trail outfitters (NTO) Retailers has decided to implement a Loyalty program to increase customer spending and improve customer lifetime value.

Which two features should be configured in Salesforce Loyalty Management?

- A. Loyalty Tiers
- B. Loyalty product Pricing
- C. Loyalty Segments
- D. Member Rewards and Benefits

Answer: A,D

Explanation:

When designing an experiential Loyalty Program, the recommended objects to use for tracking member activities with the program are:

* Loyalty Ledger & Transaction Journal (A): The Loyalty Ledger tracks the overall balance of a member's points or currencies, while the Transaction Journal records all point-related transactions, including accruals, redemptions, and adjustments. Together, these objects provide a comprehensive view of a member's interactions and engagements with the loyalty program.

* Journal Type & Journal Subtype (D): These objects allow for the categorization and sub-categorization of transactions within the Transaction Journal, making it possible to track different types of member activities and engagements within the program, such as event attendance, purchases, or other actions.

Options B (Loyalty Member Currency & Transaction Journal) and C (Transaction Journal Type & Transaction Journal Subtype) are partially correct but do not fully capture the recommended best practices for tracking member activities in an experiential loyalty program.

Salesforce documentation on Loyalty Management would detail the use of these objects and best practices for tracking and managing member activities within a loyalty program, ensuring a rich and engaging member experience.

NEW QUESTION # 40

A Consultant needs to design a new tier-upgrade process for a new Loyalty Program. The custom object to store the qualified members and a batch job is identified for this process.

Which two components should the Consultant select for this process?

- A. A flow to perform the tier-upgrade rule and another flow to perform the tier-upgrade orchestration process
- B. A data-processing-engine (DPE) to identify the qualified members
- C. A flow to perform both tier-upgrade rule and tier-upgrade orchestration process
- D. A flow to schedule and process the custom object's pending records and another flow to perform tier-upgrade orchestration process

Answer: A,B

Explanation:

For designing a new tier-upgrade process in a Loyalty Program, the Consultant should select:

* A flow to perform the tier-upgrade rule and another flow to perform the tier-upgrade orchestration process (C): This approach allows for the separation of concerns, where one flow is responsible for evaluating whether members meet the criteria for a tier upgrade, and another flow is responsible for the actual process of upgrading the member's tier. This modular design improves maintainability and scalability.

* A data-processing-engine (DPE) to identify the qualified members (D): The DPE can efficiently process large sets of member data to identify those who qualify for a tier upgrade based on the program's criteria. This component is crucial for automating the tier-upgrade process at scale, especially in programs with a significant number of members.

Option A combines both processes into a single flow, which could become complex and harder to maintain.

Option B suggests using a single flow for scheduling and processing, which might not offer the required flexibility and efficiency for handling complex tier-upgrade criteria and orchestration.

Salesforce documentation on Loyalty Management provides guidelines on leveraging Flow and DPE for automating and

orchestrating various loyalty program processes, including tier upgrades.

NEW QUESTION # 41

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