

Trustable Salesforce-Loyalty-Management Quiz to Obtain Salesforce Certification



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Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Loyalty Program and Process Configuration: This section focuses on configuring the foundational and advanced features of Loyalty Programs. Salesforce Partners learn to configure tier models, member and partner management, customer incentives, and experiential features in this topic. Sub-topics also include defining promotions, eligibility rules, and personalized Loyalty pages using Experience Cloud templates. Configuring complex processing rules, user access models, and analytics dashboards equips Salesforce Partners with the expertise to deliver scalable, customer-centric Loyalty solutions.
Topic 2	<ul style="list-style-type: none"> On-Going Loyalty Management: This section equips Salesforce Partners to sustain and optimize Loyalty solutions post-implementation. The topic includes leveraging analytics and dashboards, transitioning from sandbox to production, managing Loyalty campaigns, utilizing mobile app features, and resolving service-related issues.
Topic 3	<ul style="list-style-type: none"> Integration: Integration is crucial for a seamless Loyalty Management experience. In this topic, Salesforce Partners determine strategies for integrating Marketing Cloud, Commerce Cloud, Service Cloud, Salesforce CDP, and external systems using API templates and endpoints.
Topic 4	<ul style="list-style-type: none"> Strategies and Design: Salesforce Partners learn how Loyalty Management aligns with customers' business needs, processes, data requirements, and program parameters. This section includes identifying the appropriate Loyalty architecture, defining points and redemptions processes, benefits types, and the promotion lifecycle. Best practices for implementing Loyalty Management are also covered, ensuring practical application to real-world scenarios.

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Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q24-Q29):

NEW QUESTION # 24

The Loyalty Program Manager at Northern Trail Outfitters (NTO) has defined a new Promotion in Salesforce Loyalty Management. NTO would like to communicate this new Promotion with its eligible members.

Which two integrated Salesforce applications can facilitate this com

- A. Salesforce Marketing Cloud
- B. Salesforce Customer Data Platform
- C. Salesforce Cloud Intelligence
- D. Salesforce Field Service Lightning

Answer: A,B

Explanation:

To communicate a new Promotion to eligible Loyalty Program members, Northern TrailOutfitters can utilize integrated Salesforce applications such as:

* Option C:Salesforce Customer Data Platform (CDP), which allows for the aggregation and management of customer data, enabling targeted communication based on member attributes and behaviors.

* Option D:Salesforce Marketing Cloud, which offers robust email marketing and customer engagement tools. By integrating Loyalty Management data with Marketing Cloud, NTO can create personalized and targeted email campaigns to inform members about new promotions.

Reference: Salesforce documentation on Customer Data Platform and Marketing Cloud provides guidelines on how these platforms can be integrated with Loyalty Management to enable targeted and personalized communication with Loyalty Program members.

NEW QUESTION # 25

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

Answer: B,C

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 # 26

Due to the point of Sales (POS) system limitations, the client purchases are sent every night to Loyalty Management as transactions. What are two benefits a program gets by using Batch Management in this context?

- A. Load large volumes of external data coming from external systems
- B. Process large volumes of transactions
- C. Tracks the status and health of batch jobs
- D. Process zip files full of Loyalty Transactions coming from point-of-sales systems

Answer: B,C

Explanation:

The benefits of using Batch Management in Salesforce Loyalty Management, especially in the context of processing nightly batches of transactions from a Point of Sales (POS) system, include:

Tracks the status and health of batch jobs (A): This allows program administrators to monitor the progress and success of batch processes, ensuring that transactions are being processed efficiently and any issues are quickly identified and addressed.

Process large volumes of transactions (B): Batch Management is designed to handle high volumes of data, making it well-suited for processing the large number of transactions typically generated by a POS system daily.

Options C and D, while related to the benefits of batch processing, are more specific to the technical aspects of handling external data and file formats, which are not directly mentioned in the question. Batch Management's core benefits in this scenario are its ability to efficiently process and monitor large transaction volumes, ensuring the timely and accurate update of loyalty points and member statuses.

Salesforce documentation on Batch Management within Loyalty Management would offer insights into setting up and optimizing batch jobs for transaction processing, ensuring that loyalty programs can effectively manage member data and transactions even with high volumes and complex processing requirements.

NEW QUESTION # 27

Northern Trail Outfitters wants to show member information in its member portal hosted outside of Salesforce.

What is a prerequisite for using Loyalty APIs to fetch the member information?

- A. Create customer integration code
- B. Create custom objects in Loyalty
- C. Create Data Processing jobs
- D. Create a Connected App in Platform

Answer: D

Explanation:

For Northern Trail Outfitters to display member information in its external member portal, a crucial prerequisite is the creation of a Connected App in Salesforce Platform. This Connected App facilitates secure API access to Salesforce data, including Loyalty Management information, by providing an authentication and authorization framework.

By setting up a Connected App, Northern Trail Outfitters can establish a secure connection between its external member portal and Salesforce, enabling the retrieval of member information through Loyalty APIs.

This setup ensures that the external portal can access up-to-date loyalty data, such as member points, tier status, and transaction history, in a secure and controlled manner, enhancing the member experience outside of Salesforce.

NEW QUESTION # 28

A Consultant needs to configure the Loyalty tier groups for a Loyalty Program with the following specifications:

Qualifying period is reset once a year on the 31st of March.

The member-tier is not extended upon expiration.

Which two settings within the Loyalty tier groups configuration should the Consultant configure to meet the required specifications?

- A. Extend Expiration = no extension
- B. Tier-model = anniversary
- C. Extend Expiration = member enrollment anniversary
- D. Tier-model = fixed

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