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Salesforce Loyalty Management Accredited Professional Sample Questions (Q32-Q37):

NEW QUESTION # 32

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

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

Answer: D

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 # 33

Cloud Kicks has tasked its Loyalty Consultant with setting up its new Loyalty Management platform. The business requirement is to create personalized experiences across its customer journey.

Which solution should the Loyalty Consultant utilize to create personalized customer experiences?

- A. Salesforce Marketing Cloud
- B. Salesforce Slack
- C. Salesforce Order Management System
- D. Salesforce Sales Cloud

Answer: A

Explanation:

To create personalized experiences across Cloud Kicks' customer journey, the Loyalty Consultant should utilize Salesforce Marketing Cloud (B). Marketing Cloud provides a comprehensive suite of marketing tools designed to create personalized customer journeys, segment audiences, and deliver targeted content and communications. Leveraging Marketing Cloud's capabilities in conjunction with Loyalty Management allows for the creation of highly personalized and engaging experiences for loyalty program members, enhancing customer satisfaction and loyalty.

NEW QUESTION # 34

Universal Container have a points-based Loyalty Program and a B2C commerce website built with a Commerce built with a Commerce Cloud solution; the clients orders are already synchronized with Loyalty Management. With the every purchase, Loyalty members will earn points. The Directory wants to have traceability of every order transaction on the Loyalty Management app.

What does the Salesforce Administrator have to do?

- A. Use the standard Order Lookup of the Transaction Journal Object
- B. Create a custom Lookup field in Transaction Journal object to save the order purchased by the Loyalty member.
- C. Use standard Order Lookup on the Loyalty Ledger object
- D. Create a custom text field in Transaction Journal object to save the order purchased by the client.

Answer: A

Explanation:

For traceability of every order transaction in the Loyalty Management app, the Salesforce Administrator should utilize the standard Order Lookup field of the Transaction Journal Object. This field is designed to create a direct relationship between a loyalty transaction and the corresponding commerce order, enabling clear visibility and tracking of how each order impacts loyalty points and member accounts. This setup ensures that every purchase made by Loyalty members that earns points is directly linked and traceable in the Loyalty Management application, facilitating easier tracking and management of member transactions.

NEW QUESTION # 35

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

Answer: A,C

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 # 36

Northern Trail Outfitters would like to encourage sustained engagement with its brand over time, the company has created a Promotion that issues a bonus reward to members who make three purchases in a single month.

What type of Loyalty Promotion should the Administrator use?

- A. Standard Promotion
- **B. Cumulative Promotion**
- C. Aggregate Promotion
- D. Joint Promotion

Answer: B

Explanation:

For a promotion that rewards members for making three purchases in a single month, the appropriate type of Loyalty Promotion to use would be:

* Cumulative Promotion (B): This type of promotion is designed to reward members for cumulative actions over a specified period, such as making multiple purchases within a month. It tracks and accumulates qualifying activities, issuing rewards once the defined criteria are met, making it ideal for

* encouraging sustained engagement and repeat transactions.

Options A (Standard Promotion), C (Joint Promotion), and D (Aggregate Promotion) do not specifically cater to the requirement of rewarding members for multiple actions within a set timeframe, making Cumulative Promotion the most suitable choice for this scenario.

Salesforce documentation on Loyalty Management would provide detailed information on different types of promotions, including how to set up and manage a Cumulative Promotion to drive engagement and reward member loyalty effectively.

NEW QUESTION # 37

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