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## **100% Pass Salesforce - Authoritative AP-212 - Loyalty Management Accredited Professional Reliable Test Cram**

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## **Salesforce Loyalty Management Accredited Professional Sample Questions (Q81-Q86):**

**NEW QUESTION # 81**

Northern trail Outfitters (NTO) wants to offer 10% discount on top of the annual summer sale for its Loyalty program customers. Which two steps must a Consultant take in Loyalty Management to set up this promotion?

- **A. Create within the Loyalty Experience tab a new voucher definition where the Type Is Discount Percentage and the Expiration Type is fixed Date.**
- B. Create within the Loyalty Experiences tab a new Benefit Type for the Summer sale campaign where the Benefit Type Name is standard and the Category type is Issue Voucher.
- **C. Create within the Loyalty Experiences tab a new promotion for the Summer Sales campaign where the Loyalty Promotion Type is Standard and the Fulfillment Action is Issue Voucher.**
- D. Create within the Loyalty Experiences tab a new voucher definition for the summer sales campaign where the Type is Product or Service and the expiration Type is fixed Date.

**Answer: A,C**

Explanation:

To set up a 10% discount on top of the annual summer sale for loyalty program customers in Salesforce Loyalty Management, the consultant must:

\* Create within the Loyalty Experiences tab a new promotion for the Summer Sales campaign where the Loyalty Promotion Type is Standard and the Fulfillment Action is Issue Voucher (B): This step involves setting up a new promotion specifically for the summer sale, defining it as a standard promotion type, and specifying that the fulfillment action for eligible members will be to issue a voucher, which in this case would be the 10% discount voucher.

\* Create within the Loyalty Experience tab a new voucher definition where the Type Is Discount Percentage and the Expiration Type is fixed Date (D): This step involves defining a new voucher that applies a discount percentage (10% in this case) to purchases, with a fixed expiration date to limit the offer to the summer sale period. This ensures that the promotion is time-bound and encourages members to take advantage of the offer during the sale.

Options A and C involve creating a voucher definition and a benefit type, respectively, but do not align precisely with the steps required to set up a promotion that includes issuing a discount percentage voucher with a fixed expiration date for a specific campaign like the summer sale.

Salesforce Loyalty Management documentation would provide detailed guidance on creating promotions and vouchers, ensuring that loyalty program consultants can effectively design and implement targeted offers to enhance member engagement and sales during key promotional periods.

## NEW QUESTION # 82

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

**Answer: A**

Explanation:

To integrate Salesforce Marketing Cloud with Loyalty Management with minimal development effort, the recommended approach is:

\* Option D: Installing and configuring Marketing Cloud Connect. This tool facilitates seamless integration between Salesforce CRM platforms, including Loyalty Management, and Salesforce Marketing Cloud, enabling the synchronization of data and the automation of personalized email campaigns to Loyalty Program members.

## NEW QUESTION # 83

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

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

**Answer: B**

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 # 84

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": non-qualifying point deduction = transaction amount.
- 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": tier-qualifying multiplier = 2
- E. "Gold" tier member with the transaction amount is  $\geq$  \$200, then "Outcome": non-qualifying point deduction = transaction amount / 2.

**Answer: A,B,E**

#### NEW QUESTION # 85

Universal Container sells sports shoes through on eCommerce system. The Loyalty Program Members earn points in real-time with every purchase made.

How can this be built into Salesforce?

- A. Download an app from the AppExchange to connect Salesforce and the external system.
- B. Create with the external system to create Transaction Journals.
- C. Create customer web service with Order Object
- D. Create an schedule process to call the external system.

**Answer: B**

Explanation:

To integrate real-time point earning from an external eCommerce system into Salesforce Loyalty Management, utilizing an AppExchange app can be an efficient solution. These apps are designed to bridge Salesforce with external systems, enabling seamless data exchange. When a Loyalty Program Member makes a purchase on the eCommerce platform, the app can facilitate the automatic creation of 'Transaction Journals' in Salesforce, reflecting the earned points in real-time. This approach minimizes the need for custom development, leveraging pre-built solutions to enhance the loyalty experience and maintain accurate, up-to-date member point balances.

#### NEW QUESTION # 86

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