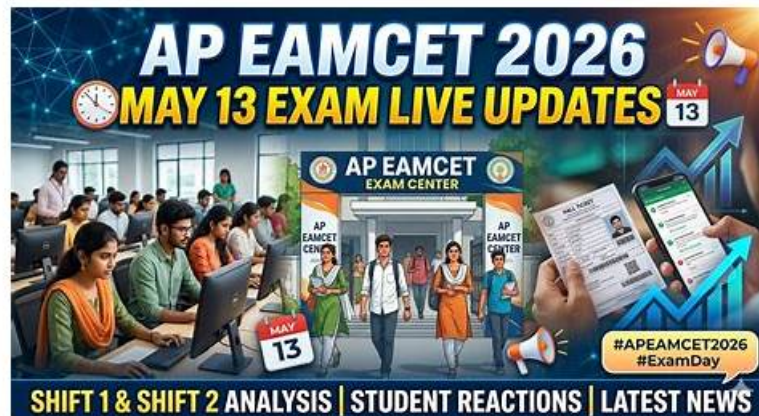


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Salesforce Loyalty Management Accredited Professional Sample Questions (Q97-Q102):

NEW QUESTION # 97

Loyalty Management enables the onboarding and managing of cross-industry program partners to increase member engagement with the Loyalty program. The consultant needs to add a program partner.

Which fields are required to set up a partner?

- A. Name, Program, Program Partnership Category, Type, Billing Type
- B. Name, Partnership Start Data, Industry, Status, Billing Type
- C. Name, Partnership Start Data, Billing Type, Status, Type
- D. Name, Partnership Start Data, Industry, Status, Type

Answer: A

Explanation:

When adding a program partner in Salesforce Loyalty Management, the required fields include:

- * Name, Program, Program Partnership Category, Type, Billing Type (B): This combination of fields ensures that a program partner is properly defined and categorized within the Loyalty Management system.
- * Name: Identifies the partner within the loyalty program.
- * Program: Links the partner to a specific loyalty program.
- * Program Partnership Category: Categorizes the partner according to the nature of the partnership (e.g., accrual, redemption).
- * Type: Defines the nature of the partnership, such as whether the partner is involved in point accrual, redemption, or both.
- * Billing Type: Specifies how the partner is billed, which could be related to transaction fees, membership fees, or other financial arrangements.

Options A, C, and D include fields like "Partnership Start Date," "Industry," and "Status," which, while important, are not the core required fields for initially setting up a program partner in Salesforce Loyalty Management.

Salesforce Loyalty Management documentation provides comprehensive details on setting up program partners, including the required fields and best practices for managing partnerships to enhance member engagement and program value.

NEW QUESTION # 98

What are the three essential steps to establish a Loyalty promotion with Salesforce CDP and Marketing Cloud?
Select three

- A. Enable Connector Settings on all the Loyalty Objects E. Enable Service Connector for Promotion Escalations.
- B. Automatically Generate a New Individual Relationship
- C. Activate and Publish the Segment
- D. Transmit Loyalty Promotion Segments to Marketing Cloud

Answer: A,C,D

Explanation:

To establish a Loyalty promotion with Salesforce CDP (Customer Data Platform) and Marketing Cloud, the three essential steps are:

- * Transmit Loyalty Promotion Segments to Marketing Cloud (A): This step involves sharing segmented data from Salesforce CDP to Marketing Cloud, enabling targeted marketing campaigns based on loyalty promotion criteria.
 - * Activate and Publish the Segment (C): Once the segments are defined and populated with the relevant Loyalty Program Members, the segment needs to be activated and published to be used in campaigns and promotions within Marketing Cloud.
 - * Enable Connector Settings on all the Loyalty Objects (D): This involves configuring the integration between Salesforce CDP, Loyalty Management, and Marketing Cloud by enabling the necessary connector settings, ensuring seamless data flow and communication between these platforms for the promotion.
- Option B (Automatically Generate a New Individual Relationship) and E (Enable Service Connector for Promotion Escalations) are not directly related to the essential steps for establishing a loyalty promotion with Salesforce CDP and Marketing Cloud.

NEW QUESTION # 99

A new promotion named "Summer Sales" within the Loyalty Program will introduce program members to the promotional campaign and send email communication to the qualified members via Marketing Cloud.
Which the customer Data Platform (CDP) package available, which two options will need to be performed within the org to achieve the required action with minimal configuration effort in mind?

- A. "Add Segments" within the "Promotion Segments" section of the "Summer Sales" Promotion
- B. Create a new segment within CDP.
- C. Create a custom report using "Salesforce reports".
- D. Add the Segmented "Loyalty program members" to a new "Campaigns".

Answer: A,B

Explanation:

To introduce program members to the "Summer Sales" promotional campaign and send email communication via Marketing Cloud with minimal configuration effort, the required actions within the org would be:

- * "Add Segments" within the "Promotion Segments" section of the "Summer Sales" Promotion (A): This action allows for the direct association of specific member segments to the promotion, enabling targeted communication and engagement with minimal effort.
 - * Create a new segment within CDP (B): By creating a new segment within the Customer Data Platform (CDP), you can easily define and manage the group of loyalty program members who qualify for the "Summer Sales" promotion. This segment can then be used in conjunction with Marketing Cloud for targeted email campaigns.
- Options C and D, involving adding segmented loyalty program members to new campaigns and creating custom reports, are not as

directly related to the goal of minimal configuration effort for introducing members to the promotion and communicating via Marketing Cloud.

Salesforce documentation on Loyalty Management, CDP, and Marketing Cloud integration would provide insights into efficiently setting up promotions and communicating with targeted segments of loyalty program members.

NEW QUESTION # 100

A company has new accrual and redemption partner that they wish to add to its Loyalty program as part of a strategic business partnership.

Once the Administrator selects the loyalty program, which steps should the Administrator take to add new partner to the program?

- A. Enter the partner contact name > Associate to a partner Contact Name > Set program type to 'Both' (Accrual and Redemption)
- B. Chose relevant account name to Associate to the program > Set program partner type to 'Both' (Accrual and Redemption)
- C. Enter the program partner name > Associate to an account > Set program partner type to 'Both' (Accrual and Redemption)
- D. Enter the program partner name > Associate to a Partner Contact Name > Set program partner type to 'Both' (Accrual and Redemption)

Answer: C

Explanation:

To add a new accrual and redemption partner to a Loyalty program in Salesforce Loyalty Management, the steps are:

* Enter the program partner name > Associate to an account > Set program partner type to 'Both' (Accrual and Redemption) (A):

This process involves identifying the new partner by name, associating them with a specific account in Salesforce to link their business details, and defining their role in the loyalty program as both an accrual and redemption partner. This ensures that the partner can both award points to members for eligible transactions and redeem points for rewards, enhancing the program's value and appeal to members.

Options B, C, and D offer variations that do not align with the standard process for adding a new partner in Salesforce Loyalty Management. The correct procedure involves associating the partner with an account (not just a contact) and specifying their role in terms of point accrual and redemption to ensure clear and effective partnership management within the program.

Salesforce Loyalty Management documentation provides guidelines on adding and managing program partners, including the steps to integrate new partners effectively, ensuring they contribute positively to the loyalty program's goals and member experiences.

NEW QUESTION # 101

Universal Containers (UC) has a Loyalty Program with a Loyalty Member Portal implemented using the Loyalty Experience Cloud template. UC is planning to launch a new Loyalty Program and wants to retain the same design and functionalities of the existing Loyalty Member Portal.

Which two steps should UC consider during the implementation of the new Loyalty Program?

- A. Create new Experience Cloud Components for the new Loyalty Member Portal.
- B. Create a new Loyalty Member Portal and assign it to the new Loyalty Program.
- C. Use existing Experience Cloud components to handle the same design and functionalities.
- D. Assign the existing Loyalty Member Portal to the new Loyalty Program too.

Answer: B,C

Explanation:

When implementing a new Loyalty Program while retaining the design and functionalities of an existing Loyalty Member Portal built with the Loyalty Experience Cloud template, Universal Containers should consider:

* Option B: Utilizing existing Experience Cloud components to ensure consistency in design and functionality. This approach leverages the reusable nature of Experience Cloud components, allowing for efficient replication of the portal's look and feel without the need for extensive redevelopment.

* Option D: Creating a new Loyalty Member Portal specifically for the new Loyalty Program. This ensures that the new program has a dedicated portal tailored to its unique requirements while maintaining the desired design and functionalities. This approach allows for customization and scalability, accommodating any program-specific features or requirements.

NEW QUESTION # 102

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