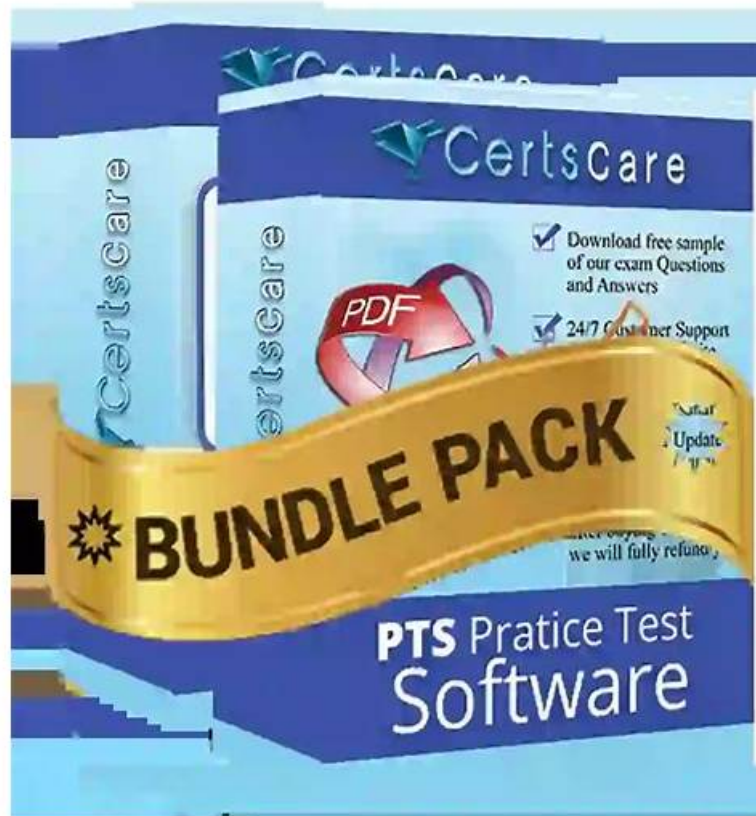


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Salesforce Loyalty Management Accredited Professional Sample Questions (Q73-Q78):

NEW QUESTION # 73

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. Add the Segmented "Loyalty program members" to a new "Campaigns".
- D. Create a custom report using "Salesforce reports".

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 (D): 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 B and C, 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 # 74

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, Billing Type, Status, Type
- C. Name, Partnership Start Data, Industry, 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 Data," "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 # 75

A company is designing a new Loyalty Program to reward its members based on purchases and short-term and long-term engagement with the program.

Which two types of currency does Salesforce Loyalty Management offer out-of-the-box that can be configured to accomplish the company's Loyalty Program objectives?

- A. Non-Qualifying Points and Activity Points
- B. Fixed Model and Activity Model

- C. Fixed Model and Qualifying Points
- **D. Non-Qualifying Points and Qualifying Points**

Answer: D

Explanation:

Salesforce Loyalty Management offers two types of currency out-of-the-box that can be configured to accomplish the company's objectives for rewarding members based on purchases and engagement:

* Non-Qualifying Points and Qualifying Points (B): Non-Qualifying Points are typically used for

* redemption purposes, allowing members to redeem these points for rewards or benefits. Qualifying Points, on the other hand, are often used to determine a member's tier or status within the loyalty program, often based on their purchases or engagement activities. Fixed Model and Activity Model (option A), Activity Points (option C), and Fixed Model in combination with Qualifying Points (option D) are not types of currency offered by Salesforce Loyalty Management. The system specifically uses Non-Qualifying and Qualifying Points to differentiate between points that contribute to tier status and those available for redemption.

Salesforce documentation on Loyalty Management would detail the configuration and use of these currencies within a loyalty program, including how they can be tailored to meet specific program objectives.

NEW QUESTION # 76

Universal Containers (UC) plans to implement Loyalty Management and change its current strategy of giving benefits to all members equally. UC wants to use its Loyalty program to build a network of brand advocates—people who are willing to endorse the UC brand because of positive experiences.

Which three ways can Loyalty Management help to fulfill the new strategy?

- A. Maintain a Loyalty solution on separate systems (Loyalty Management for accruals and an External Analytics system) to ensure data integrity
- **B. Issue tickets to a concert to any Loyalty member that posts a product review on social media**
- **C. Create a Loyalty program tier with member benefits to keep customers engaged.**
- **D. Send promotions at the right time to the right program members using Salesforce CDP's market segmentation capabilities**
- E. Define a transactional point-based program, in which one point is earned for every dollar spent

Answer: B,C,D

Explanation:

Salesforce Loyalty Management can help Universal Containers build a network of brand advocates and fulfill their new strategy in the following ways:

* Send promotions at the right time to the right program members using Salesforce CDP's market segmentation capabilities (A):

Leveraging CDP for segmentation allows for targeted communication and promotional offers, engaging members with personalized experiences that can foster brand advocacy.

* Create a Loyalty program tier with member benefits to keep customers engaged (C): Implementing tiered loyalty programs with exclusive benefits can incentivize members to engage more deeply with the brand, earning rewards that make them more likely to advocate for the brand.

* Issue tickets to a concert to any Loyalty member that posts a product review on social media (D): This approach directly engages members in brand advocacy by rewarding them for sharing their positive experiences on social media, effectively turning satisfied customers into vocal supporters.

Option B (Define a transactional point-based program) is a common loyalty program feature but does not directly contribute to building a network of brand advocates. Option E (Maintain a Loyalty solution on separate systems) does not specifically address the strategy of fostering brand advocacy through personalized experiences and engagement.

NEW QUESTION # 77

When setting up a Loyalty Program what is one of the ways a company can measure member engagement with the Loyalty Program?

- **A. Transaction Journals**
- B. Qualifying Currency
- C. Benefits types
- D. Analytics Studio

Answer: A

Explanation:

One of the ways a company can measure member engagement with the Loyalty Program is through Analytics Studio. Analytics Studio is a powerful tool within Salesforce that allows organizations to create custom dashboards and reports based on their data. By leveraging Analytics Studio, a company can analyze various aspects of the Loyalty Program, such as member activity, redemption rates, point accumulation, and more.

This insight can help identify trends, areas for improvement, and opportunities to enhance member engagement and loyalty.

NEW QUESTION # 78

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