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Salesforce Loyalty Management Accredited Professional Sample Questions (Q52-Q57):

NEW QUESTION # 52

A Loyalty Manager would like to monitor members' tier history in the dashboards from Analytics Studio App. Which two fields need to be enabled in field history tracking in the Loyalty Member Tier object for this to be achieved?

- A. Reason for Change
- B. Change Reason Type
- C. Loyalty Tier Group
- D. Loyalty Tier

Answer: A,B

Explanation:

To monitor members' tier history in the dashboards from the Analytics Studio App, the two fields that need to be enabled in field history tracking on the Loyalty Member Tier object are:

* Change Reason Type (B): This field captures the type of change (e.g., manual adjustment, system-generated change) that led to the tier change, providing context for the tier history.

* Reason for Change (D): This field provides specific reasons for the tier change, offering detailed insights into why a member's tier was adjusted, which is valuable information for analyzing member behavior and program effectiveness.

Option A (Loyalty Tier Group) and Option C (Loyalty Tier) are important fields for understanding tier structures and member status, but they do not specifically relate to tracking changes or the reasons behind tier history, which are crucial for analytical purposes.

Salesforce documentation on Loyalty Management and Analytics would provide guidance on configuring field history tracking and leveraging Analytics Studio to create insightful dashboards that monitor and analyze members' tier history, aiding in strategic decision-making and program optimization.

NEW QUESTION # 53

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

Answer: B,D,E

NEW QUESTION # 54

Using extensive Data Processing Engine jobs to modify Salesforce data at scale, which two limits should be monitored?

- A. Record Storage Limits
- B. Batch Limit in Bulk Api
- C. Data Pipeline Limits
- D. Apex Governor Limits

Answer: A,C

Explanation:

When using extensive Data Processing Engine (DPE) jobs to modify Salesforce data at scale, the two limits that should be monitored are:

* Option A "Record Storage Limits," as extensive data processing and modification can significantly impact the volume of data stored in Salesforce, potentially reaching storage capacity limits.

* Option C "Data Pipeline Limits," since DPE jobs involve data processing tasks that may be constrained by the limits of Salesforce's data processing capabilities and resources.

NEW QUESTION # 55

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

Answer: B,D

Explanation:

To communicate a new Promotion to eligible Loyalty Program members, Northern Trail Outfitters 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.

NEW QUESTION # 56

The existing Loyalty Program would need to have its "members-record" transferred from an SQL database into a new Salesforce Loyalty Management org, where its members' records are kept within a data table named

"tbl_Member" with the following data contents:

- * the program member's personal particular and contact information
- * member's current-tier value
- * member's tier-points

Which object combinations should be used for data migration of the source's member records into the Loyalty Member org?

- A. "LoyaltyProgramMember", "LoyaltyMemberTier", "LoyaltyMemberCurrency", "Contact" and "Account" Object.
- B. "LoyaltyProgramMember", "LoyaltyMemberTier", "LoyaltyProgamCurrency", "Account" Object.
- C. "LoyaltyProgramMember", "LoyaltyTier", "LoyaltyProgramCurrency", "Contact" and "Account" Object.
- D. "LoyaltyProgramMember", "LoyaltyTier", "LoyaltyMemberCurrency", "Contact" and "Account" Object.

Answer: A

Explanation:

For migrating "members-record" from an SQL database into Salesforce Loyalty Management, the correct combination of objects to use is:

* D: "LoyaltyProgramMember", "LoyaltyMemberTier", "LoyaltyMemberCurrency", "Contact", and "Account" Object. This combination covers all necessary aspects of Loyalty Program members' records, including personal information, tier status, and point balances.

NEW QUESTION # 57

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