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Salesforce Loyalty Management Accredited Professional Sample Questions (Q23-Q28):

NEW QUESTION # 23

A large retail company wants to award its customers 500 points when they join the Loyalty Program. Which two configuration tasks below will be required to enable this type of award?

- A. Create a Benefit that adds 500 points when the new member reaches the Top Platinum Level tier.
- **B. Create a Process rule that awards 500 points when the Activity Type ='Enrollment'.**
- **C. Create a Transaction Journal with an Activity type of "Enrollment" that needs to be created when the customer signs up to join the Loyalty Program.**
- D. Create a Loyalty Partner and associate one of the Partner's products that must be purchased to award the 500 points.

Answer: B,C

Explanation:

To award customers 500 points upon joining the Loyalty Program, two key configuration tasks are required.

Firstly, a Transaction Journal with an Activity type of 'Enrollment' should be created to record the act of a customer signing up for the Loyalty Program. This transaction journal serves as a record of enrollment activities and is essential for tracking new members.

Secondly, a Process Rule needs to be created that awards 500 points when the Activity Type equals

'Enrollment'. This process rule automates the awarding of points to new members, ensuring that each new enrollment triggers the addition of 500 points to the member's account. This setup ensures a standardized and automated approach to rewarding new members, enhancing the member experience from the outset.

NEW QUESTION # 24

A Loyalty Manager would like to set up an email-send process in Salesforce Marketing Cloud (SMC) that needs to inform the member via email immediately once a tier change has been applied. The company is using Marketing Cloud Connect.

A solution was proposed to draft a design using a journey process to send the notification email and a new custom object named "Member TierUpdate_c" that stores the members that are qualified for a tier upgrade.

Which data source options within the journey should a Consultant use to fulfill this design?

- A. "Data-Extension" as the Entry Source, "LoyaltyProgramTier"
- **B. "Salesforce Data" as the Entry Source, "LoyaltyMember Tier"**
- C. "Salesforce Data" as the Entry Source, "Loyalty ProgramMember" object as the datasource
- D. "Salesforce Data" as the Entry Source, "Contact" object as the data-source

Answer: B

Explanation:

For integrating a custom object "Member TierUpdate_c" with a journey in Salesforce Marketing Cloud for real-time tier change notifications, the correct data source option is:

* Option D "Salesforce Data" as the Entry Source, with the custom object "Member TierUpdate_c" as the data source. This option allows for real-time triggering of journeys in Marketing Cloud based on updates to Salesforce records, in this case, the "Member TierUpdate_c" object which tracks tier upgrades.

* Options A and B do not correctly target the custom object designed to track tier changes.

* Option C, using a "Data-Extension," would not provide the real-time integration needed for immediate email notifications upon tier changes.

NEW QUESTION # 25

A Consultant was tasked with setting up the connection between Salesforce Loyalty Management and Marketing Cloud. The Consultant created a new user account in Marketing Cloud Which two items on the Marketing Cloud user account should the Consultant configure to enable the user account to successfully connect with Salesforce Loyalty Management?

- A. User account must exist within the Loyalty Management org
- B. Assign the permission set to the user account
- **C. Grant access to the correct business unit**
- **D. API access**

Answer: C,D

Explanation:

When configuring a new user account in Marketing Cloud for integration with Salesforce Loyalty Management, the Consultant must ensure to Grant access to the correct business unit (B) and Enable API access (D). Access to the correct business unit is necessary to ensure that the user has access to the relevant data and functionalities within Marketing Cloud. API access is essential for the

technical integration, allowing for communication between Salesforce Loyalty Management and Marketing Cloud.

NEW QUESTION # 26

In which two scenarios should an Administrator use member engagement attributes?

- A. Member is eligible for "Bonus days" if the member constantly spends more than \$500 each month for a year.
- B. Member attends three trainings between March 1st and April 30th to get 200 bonus points.
- C. Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only.
- D. Member enrolls in "welcome aboard" promotion for free surprise gift every quarter.

Answer: A,B

Explanation:

In Salesforce Loyalty Management, member engagement attributes are used to track and reward customer behaviors that are not directly tied to transactions. In the scenarios provided:

* Member is eligible for "Bonus days" if the member constantly spends more than \$500 each month for a year (A): This scenario is ideal for using member engagement attributes to track consistent high spending over a year. The attributes can be used to monitor monthly spending and, once the criteria are

* met, trigger the bonus days reward.

* Member attends three trainings between March 1st and April 30th to get 200 bonus points (B): This is another perfect use case for member engagement attributes. The attributes can be set to track participation in specific events (like training sessions) and award points when the member meets the attendance requirement.

* Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only (C):

This scenario is more about transactional behavior combined with tier status, which might not necessarily require the use of engagement attributes. Instead, this could be managed through regular transactional rules and tier benefits.

* Member enrolls in "welcome aboard" promotion for free surprise gift every quarter (D): While engagement attributes could potentially track enrollment in promotions, this scenario seems more straightforward and could be managed through the promotion and voucher functionalities in Salesforce Loyalty Management without the need for engagement attributes.

Engagement attributes are particularly useful for tracking non-purchase behaviors and engagements, providing a flexible tool to reward members for a wide range of activities, enhancing their loyalty and engagement with the program. The Salesforce Loyalty Management documentation provides extensive guidance on configuring and using member engagement attributes effectively.

NEW QUESTION # 27

A sports clothing and accessories retailer is setting up a new Loyalty program. The company wants an effective way to create urgency in its Loyalty program members to return to purchase and redeem their points within a specified period. The entire points balance expires if a member's last activity, including any purchase or points redemption, reaches 18 months.

What steps should a Loyalty Consultant follow to meet the retailer's requirement when implementing the new Loyalty program?

- A. Set up a Non-Qualifying Points currency and apply the expiration model 'Fixed Model'
- B. Set up a Qualifying Points currency and apply the expiration model 'Activity Model'
- C. Set up a Qualifying Points currency and apply the expiration model 'Fixed Model'
- D. Set up a Non-Qualifying Points currency, apply the expiration model 'Activity Model'

Answer: D

Explanation:

To create urgency for Loyalty program members to return and redeem their points within a specified period, where the entire points balance expires if a member's last activity reaches 18 months, the Loyalty Consultant should:

* Set up a Non-Qualifying Points currency, apply the expiration model 'Activity Model' (C): This setup allows for the expiration of Non-Qualifying Points based on member activity, specifically if there is no purchase or points redemption activity within an 18-month period. The Activity Model is used to track the last activity date and trigger expiration based on this inactivity period.

Setting up a Non-Qualifying Points currency with a 'Fixed Model' expiration (option A), a Qualifying Points currency with either 'Activity Model' (option B) or 'Fixed Model' expiration (option D), would not meet the retailer's requirement for creating urgency based on the last activity.

Salesforce documentation on Loyalty Management would provide guidance on configuring expiration models for loyalty currencies, ensuring that program objectives, such as encouraging regular member engagement, are achieved.

