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

NEW QUESTION # 73
What two fields are attributed to a Loyalty Program entity in the Salesforce Customer Data Platform?

- A. Created Date
- B. Reporting Enabled (Boolean)
- C. Current Member Count
- D. Last Modified Date

Answer: A,D

Explanation:
Within the Salesforce Customer Data Platform (CDP), the Loyalty Program entity is attributed with various fields that help in managing and analyzing the loyalty program's performance. Two essential fields attributed to this entity are Created Date and Last Modified Date.

The Created Date field records the timestamp when the Loyalty Program entity was initially created in the system, providing a reference point for the program's inception. The Last Modified Date field, on the other hand, keeps track of the most recent update made to the Loyalty Program entity, offering insights into the program's maintenance and evolution over time.

These fields are crucial for administrative and analytical purposes, allowing businesses to monitor the lifecycle of their loyalty programs and make data-driven decisions based on the program's history and modifications.

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

Answer: B

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

Northern Trail Outfitters wants to show member information in its member portal hosted outside of Salesforce.
What is a prerequisite for using Loyalty APIs to fetch the member information?

- A. Create a Connected App in Platform
- B. Create custom objects in Loyalty
- C. Create customer integration code
- D. Create Data Processing jobs

Answer: A

Explanation:
For Northern Trail Outfitters to display member information in its external member portal, a crucial prerequisite is the creation of a Connected App in Salesforce Platform. This Connected App facilitates secure API access to Salesforce data, including Loyalty Management information, by providing an authentication and authorization framework.

By setting up a Connected App, Northern Trail Outfitters can establish a secure connection between its external member portal and Salesforce, enabling the retrieval of member information through Loyalty APIs.

This setup ensures that the external portal can access up-to-date loyalty data, such as member points, tier status, and transaction history, in a secure and controlled manner, enhancing the member experience outside of Salesforce.

NEW QUESTION # 76

What two ways could an Administrator configure a Promotion to target a specific audience?

- A. Create a segment in the Salesforce Customer Data Platform and associate the segment to the promotion
- B. Link a promotion to a campaign and associate a segment to the campaign
- C. This functionality does not exist in Salesforce Loyalty Management.
- D. Create a campaign for a promotion. Create member segments in a third-party tool.
  Associate the members to campaigns via Campaign Members.

Answer: A,B

Explanation:
To target a specific audience with a Promotion in Salesforce Loyalty Management, an administrator could:
* Option C "Create a segment in the Salesforce Customer Data Platform and associate the segment to the promotion." This allows for precise targeting based on detailed segmentation criteria.
* Option D "Link a promotion to a campaign and associate a segment to the campaign." This method utilizes Salesforce's campaign management features to target promotions to specific segments.

NEW QUESTION # 77

How should a Loyalty Management consultant integrate Marketing Cloud with Loyalty Management in order to create journeys for promotions?

- A. Use Marketing Cloud Server-Side JavaScript
- B. Use Salesforce Customer Data Platform
- C. Use Marketing Cloud Connect
- D. Use Custom Apex code via a middleware ETL tool

Answer: C

Explanation:
To integrate Marketing Cloud with Loyalty Management for creating journeys for promotions, the most effective method is:
* Option D "Use Marketing Cloud Connect." Marketing Cloud Connect integrates Salesforce CRM data with Marketing Cloud, allowing for the creation of targeted, personalized journeys based on Salesforce data, including Loyalty Management data.

NEW QUESTION # 78

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