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## VCEPrep Salesforce AP-212 Web-Based Practice Test

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## Salesforce Loyalty Management Accredited Professional Sample Questions (Q16-Q21):

### NEW QUESTION # 16

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. Define a transactional point-based program, in which one point is earned for every dollar spent
- C. Issue tickets to a concert to any Loyalty member that posts a product review on social media
- D. Create a Loyalty program tier with member benefits to keep customers engaged.
- E. Send promotions at the right time to the right program members using Salesforce CDP's market segmentation capabilities

**Answer: C,D,E**

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 # 17

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

**Answer: A,C**

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 # 18

Which Loyalty Management Key Component should be used to quickly aggregate a high volume of data spread across many Loyalty Management objects?

- A. Batch Management
- B. Decision Table
- C. Quick Actions
- D. Data Processing Engine

**Answer: D**

Explanation:

The Data Processing Engine is the key component in Salesforce Loyalty Management for quickly aggregating a high volume of data spread across many Loyalty Management objects. It is designed to efficiently process and manage large datasets, enabling the aggregation, analysis, and application of loyalty data across the platform. This capability is essential for handling the complex data structures and high transaction volumes typical of loyalty programs, ensuring accurate and up-to-date loyalty information.

### NEW QUESTION # 19

What is a business use case for integrating Marketing Cloud Personalization with Loyalty Management?

- A. To offer promotions in real-time to customers.
- B. To create unified profile from multiple source of truth and build a golden record.
- C. To enable the purchasing of products and take payment.

- D. To be able to send personalized marketing emails in batches.

**Answer: A**

Explanation:

Integrating Marketing Cloud Personalization with Loyalty Management serves the crucial business use case of offering real-time promotions to customers. This integration allows for the dynamic presentation of personalized offers and promotions to loyalty members based on their current interactions, preferences, and loyalty status. By leveraging real-time data and personalized content, businesses can enhance customer engagement, encourage repeat purchases, and foster a deeper connection with their brand, ultimately driving loyalty program success and customer satisfaction.

#### NEW QUESTION # 20

A company has recently rolled out a Loyalty Program. The customer support agents need to manually adjust the points for Loyalty Program Members.

On which three Loyalty pages will customer support agents be able to adjust points?

- A. Account page
- **B. Transaction Journal**
- **C. Loyalty Program Member Related List**
- D. Contact page
- **E. Loyalty Program Member page**

**Answer: B,C,E**

Explanation:

Customer support agents can manually adjust points for Loyalty Program Members on the following pages:

\* Loyalty Program Member page (A): This is the primary interface for viewing and managing individual loyalty program members, including adjusting their points as needed.

\* Loyalty Program Member Related List (B): This related list, found on related records such as accounts or contacts, provides access to loyalty program member information, including point adjustments.

\* Transaction Journal (C): The Transaction Journal records all point transactions for loyalty program members, allowing customer support agents to make manual adjustments to points as necessary.

Options D (Account page) and E (Contact page) may provide indirect access to loyalty program member information but are not the primary interfaces for adjusting loyalty program points.

Salesforce documentation on Loyalty Management would detail the interfaces and processes for managing loyalty program members' points, including the roles and permissions required for customer support agents to make adjustments.

#### NEW QUESTION # 21

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