

AP-212 Trainingsunterlagen & AP-212 Online Prüfung



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Salesforce AP-212 Exam Syllabus Topics:

Section	Weight	Objectives
Loyalty Program and Process Configuration	52%	- Set up tier models, qualification, and progression - Set up currencies, points, and transaction processing - Manage member enrollment, profiles, and preferences - Configure foundational program settings - Configure permissions and security model - Define incentives, experiential rewards, and vouchers - Configure partner management and collaboration
On-Going Loyalty Management	10%	- Configure analytics, dashboards, and reporting - Manage program updates and enhancements - Monitor program performance and optimize
Integration	22%	- Integrate with Service Cloud - Integrate with Commerce Cloud - Connect to external systems using APIs - Integrate with Salesforce CDP - Integrate with Marketing Cloud
Strategies and Design	16%	- Design promotion lifecycle and engagement strategies - Apply implementation best practices - Define points, benefits, and redemption processes - Assess business requirements and define loyalty solution - Design loyalty program architecture and data model

>> AP-212 Trainingsunterlagen <<

AP-212 Online Prüfung, AP-212 Ausbildungsressourcen

Die Fragenkataloge zur Salesforce AP-212 Zertifizierungsprüfung von Pass4Test sind die besten. Wenn Sie ein Salesforce - Fachmann sind, sind sie Ihnen ganz notwendig. Sie sind ganz zuverlässig. Wir bieten speziell den AP-212 -Kandidaten die Schulungsunterlagen, die Prüfungsfragen und Antworten zur AP-212 Zertifizierung enthalten. Viele AP-212 -Fachleute streben danach, die Salesforce AP-212 Prüfung zu bestehen. Die Erfolgsquote von Pass4Test ist unglaublich hoch. Unser Pass4Test setzt sich dafür ein, Ihnen zu helfen, den Erfolg zu erlangen.

Salesforce Loyalty Management Accredited Professional AP-212 Prüfungsfragen mit Lösungen (Q50-Q55):

50. Frage

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

Antwort: A,D

Begründung:

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.

51. Frage

A hotel group has finished setting up its Loyalty program and now wants to provide its Loyalty members with live updates about their program membership. They are looking for a solution that lets members view their membership details whenever they want to, and expect that this can be implemented without a need for complex customization.

Using the available product features of Loyalty Management. Which three tasks should an Administrator implement to meet the Hotel group's requirements?

- A. Associate the site with the new Hotel Group Loyalty Program
- B. Add Loyalty lightning components to the site that show members their Loyalty program details, points balance, recent transactions, and currently assigned tiers.
- C. Associate the site with the new Hotel Group Loyalty Program using API integration endpoints
- D. Create a site using the Experience Cloud site template called the Loyalty Member Portal
- E. Connect the website to the hotel's payment gateway

Antwort: A,B,D

Begründung:

To provide live updates to Loyalty members about their program membership, the following tasks should be implemented:

- * Associate the site with the new Hotel Group Loyalty Program: This task involves linking the hotel's loyalty program with their website, allowing for seamless access to loyalty program details for members¹.
 - * Create a site using the Experience Cloud site template called the Loyalty Member Portal: Salesforce provides a specialized site template within Experience Cloud specifically designed for loyalty programs. This template, known as the Loyalty Member Portal, is tailored to display loyalty program details, points balance, recent transactions, and tier information².
 - * Add Loyalty lightning components to the site: By adding Lightning components to the site, members can view their loyalty program details, points balance, recent transactions, and current tier assignments in real-time. These components are designed to provide a comprehensive overview of a member's status within the loyalty program without the need for complex customizations².
- These steps will ensure that members can view their membership details at their convenience, fostering greater engagement and satisfaction with the hotel group's Loyalty program.

52. Frage

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

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

Antwort: A

Begründung:

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.

53. Frage

Universal Container (UC) is developing a points-based Loyalty Program after the last accrual transaction. How can the Salesforce Administrator set up this expiration model?

- **A. Set up Expire Activity Based Non-Qualifying Points**
- B. Set up Expire Activity Based Qualifying Points
- C. Set up Expire Fixed Non-Qualifying Points
- D. Set up Reset Qualifying Points

Antwort: A

Begründung:

To set up an expiration model based on activity after the last accrual transaction in a points-based Loyalty Program at Universal Container, the Salesforce Administrator should Set up Expire Activity Based Non-Qualifying Points (C). This expiration model allows non-qualifying points to expire after a certain period of inactivity, meaning no new accrual transactions occur within that timeframe. It encourages ongoing engagement from Loyalty Program members by incentivizing regular transactions to keep their non-qualifying points active.

Option A (Expire Activity Based Qualifying Points) pertains to qualifying points, which are typically used for tier progression and may have different expiration criteria. Option B (Expire Fixed Non-Qualifying Points) refers to a fixed expiration model that does not consider member activity. Option D (Set up Reset Qualifying Points) involves resetting qualifying points, which is a different concept from expiration based on activity.

Salesforce documentation on Loyalty Management would provide insights into configuring various expiration models for points within a Loyalty Program, including activity-based expiration to foster continuous member engagement and transactional activity.

54. Frage

A company has recently rolled out a Loyalty Program with three tiers. The company decided to offer personalized benefits based on customer behavior.

How will the personalized benefits be display for each Loyalty Program member?

- A. On the Loyalty Member Tier Benefit Related List, linked to Loyalty Program Member
- B. On the Voucher Related List, linked to Loyalty Program member
- C. On the Transaction Journal Related List, Linked to Loyalty Program Member
- **D. On the Member Benefit Related List, linked to Loyalty Program Member**

Antwort: D

Begründung:

Personalized benefits for each Loyalty Program member can be displayed On the Member Benefit Related List, linked to Loyalty Program Member (B). This related list can be configured on the Loyalty Program Member page layout to show the specific benefits that a member is entitled to, based on their tier and personalized criteria. This setup allows for a clear and organized display of benefits, making it easy for members and administrators to understand the perks associated with each member's status.

55. Frage

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