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## **Salesforce Loyalty Management Accredited Professional Sample Questions (Q94-Q99):**

### **NEW QUESTION # 94**

Universal Containers implemented a Loyalty Program six months ago. The Loyalty Program Manager noticed a recent decrease in program efficiency. Now the Manager wants to incorporate a targeted strategy.

Which two benefits should the Administrator expect as a result of running the strategy?

- A. Customers are rewarded based on their tiers
- B. Transaction journey data is automatically archived
- C. Data-based segmentation strategy
- D. Personalized digital marketing

**Answer: C,D**

Explanation:

Incorporating a targeted strategy in a Loyalty Program can lead to the following benefits:

\* Personalized digital marketing (A): A targeted strategy allows for more personalized communication and offers, tailored to the specific behaviors, preferences, and tiers of loyalty program members, enhancing member engagement and program effectiveness.

\* Data-based segmentation strategy (D): By leveraging data to segment the loyalty program members, the program can deliver more relevant and appealing offers and communications, increasing member satisfaction and program participation.

Automatically archiving transaction journey data (option B) is more of a data management practice and not directly a benefit of running a targeted strategy. Rewarding customers based on their tiers (option C) is a common practice in loyalty programs but does not specifically result from implementing a targeted strategy.

Salesforce documentation on Loyalty Management would detail the advantages of implementing targeted strategies within loyalty programs, including how to leverage Salesforce tools for personalized marketing and data-driven segmentation.

#### NEW QUESTION # 95

Which two features below are supported in the reference integration between Loyalty and Commerce Cloud?

- A. Loyalty member enrollment
- B. Loyalty member profile
- C. Resetting tier points
- D. Loyalty membership merge

**Answer: A,B**

Explanation:

In the reference integration between Salesforce Loyalty Management and Commerce Cloud, two key features are supported:

'Loyalty member profile' and 'Loyalty member enrollment.' The 'Loyalty member profile' feature allows for the management and viewing of loyalty member information within Commerce Cloud, providing a seamless experience for members as they interact with the brand across different platforms. The

'Loyalty member enrollment' feature enables new customers to join the loyalty program directly through Commerce Cloud, facilitating the growth of the loyalty program and enhancing customer engagement by leveraging the commerce platform.

#### NEW QUESTION # 96

The Loyalty Administrator for Northern Trail Outfitters (NTO) insider program defines tier groups- Status Tier Group with a Fixed model and period of one year.

The three tier are defined =Silver (base), Golden (next tier), and Platinum (the highest tier) Extend Expiration for this tier group is Qualifying Points Reset Date.

A member joins NTO insider in the Silver tier and, after a year of engagement, gets upgraded to the Gold tier on March 16 2023.

Which date would be the new Expiry date or this member after the tier is upgraded to Gold?

- A. December 31, 2024
- B. December 31, 2023
- C. March 16, 2020.
- D. March 31 2024

**Answer: D**

Explanation:

The new expiry date for the member after being upgraded to the Gold tier would be March 31, 2024. In Salesforce Loyalty Management, when a member is upgraded to a new tier, the expiry date is set based on the tier's fixed model and period. Since the member was upgraded on March 16, 2023, and the period is one year, the new expiry date aligns with the end of the month following the one-year anniversary of the upgrade, which is March 31, 2024.

### NEW QUESTION # 97

A company's Marketing Team needs to set up a promotion and use Promotion Market Segments where members of a specific age range and with expressed preferences will benefit from this promotion.

What is the recommended solution for the team to set up the Promotion Market Segments?

- A. Custom coded solution
- **B. Salesforce Customer Data Platform**
- C. Salesforce Marketing Cloud
- D. Salesforce Reports and Dashboards

**Answer: B**

Explanation:

To set up Promotion Market Segments for members within a specific age range and with certain preferences, the recommended solution is:

\* D: Salesforce Customer Data Platform (CDP), which allows for the creation of detailed segments based on a wide range of criteria, including demographic data and expressed preferences.

### NEW QUESTION # 98

What are the three steps required to complete integration between Loyalty and B2C Commerce Cloud when using the reference cartridge?

- A. Configure connected app named B2C Commerce Loyalty Connector
- B. Install Loyalty Management for B2C Commerce Package
- **C. Configure connected app named B2C Loyalty Connector**
- **D. Configure Loyalty Program preferences for B2C Commerce Site**
- **E. Add Loyalty Management for Commerce Cartridge**

**Answer: C,D,E**

Explanation:

To complete the integration between Loyalty and B2C Commerce Cloud using the reference cartridge, the steps required are:

\* Configure Loyalty Program preferences for B2C Commerce Site (A): This involves setting up specific preferences and configurations within B2C Commerce Cloud to align with the Loyalty Program's requirements.

\* Configure connected app named B2C Loyalty Connector (C): This step involves setting up a connected app within Salesforce to facilitate secure communication and data exchange between Loyalty Management and B2C Commerce Cloud.

\* Add Loyalty Management for Commerce Cartridge (E): This involves installing the specific cartridge within B2C Commerce Cloud that integrates with Salesforce Loyalty Management, enabling the Commerce site to utilize loyalty program features.

These steps ensure a seamless integration between Salesforce Loyalty Management and B2C Commerce Cloud, allowing for a unified customer experience across commerce and loyalty program interactions.

### NEW QUESTION # 99

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