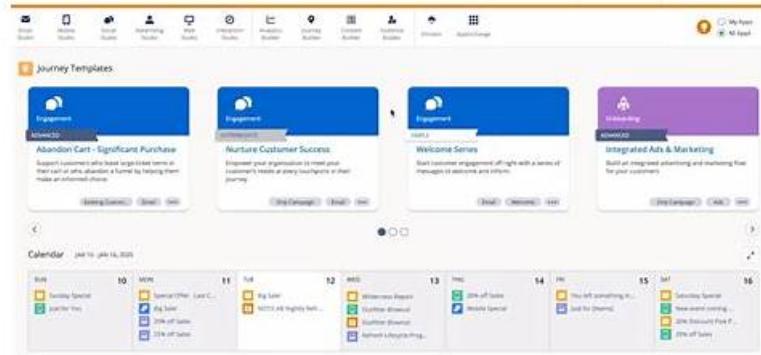


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## Salesforce Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>Integration: Integration is crucial for a seamless Loyalty Management experience. In this topic, Salesforce Partners determine strategies for integrating Marketing Cloud, Commerce Cloud, Service Cloud, Salesforce CDP, and external systems using API templates and endpoints.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>Loyalty Program and Process Configuration: This section focuses on configuring the foundational and advanced features of Loyalty Programs. Salesforce Partners learn to configure tier models, member and partner management, customer incentives, and experiential features in this topic. Sub-topics also include defining promotions, eligibility rules, and personalized Loyalty pages using Experience Cloud templates. Configuring complex processing rules, user access models, and analytics dashboards equips Salesforce Partners with the expertise to deliver scalable, customer-centric Loyalty solutions.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>On-Going Loyalty Management: This section equips Salesforce Partners to sustain and optimize Loyalty solutions post-implementation. The topic includes leveraging analytics and dashboards, transitioning from sandbox to production, managing Loyalty campaigns, utilizing mobile app features, and resolving service-related issues.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>Strategies and Design: Salesforce Partners learn how Loyalty Management aligns with customers' business needs, processes, data requirements, and program parameters. This section includes identifying the appropriate Loyalty architecture, defining points and redemptions processes, benefits types, and the promotion lifecycle. Best practices for implementing Loyalty Management are also covered, ensuring practical application to real-world scenarios.</li></ul>

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## **Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q62-Q67):**

### **NEW QUESTION # 62**

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 Process rule that awards 500 points when the Activity Type ='Enrollment'.
- B. 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
- C. Create a Loyalty Partner and associate one of the Partner's products that must be purchased to award the 500 points.
- D. Create a Benefit that adds 500 points when the new member reaches the Top Platinum Level tier.

**Answer: A,B**

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 # 63**

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

**Answer: B**

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 # 64**

A Marketing Manager is trying to find a dashboard that shows a reward programs progress but does not see any reports or dashboards with this information.

What does an Administrator need to do to present Loyalty Program data to the Marketing Manager?

- A. Enable CRM Analytics and create a Loyalty app.
- B. Modify the Marketing user profile to include permission to run reports.
- C. Create a permission set to run reports and assign it to marketing users.
- D. Search Salesforce AppExchange for Loyalty Analytics apps.

**Answer: A**

Explanation:

To present Loyalty Program data to the Marketing Manager, an Administrator needs to enable CRM Analytics and create a Loyalty app within it. CRM Analytics (formerly Einstein Analytics) allows for the creation of custom analytics apps that can visualize and analyze data from various sources, including Salesforce Loyalty Management. By creating a Loyalty app within CRM Analytics, the Administrator can design dashboards and reports specifically tailored to the needs of the Marketing Manager, providing insights into the reward program's progress and effectiveness.

#### NEW QUESTION # 65

A Loyalty Management Consultant recently created a new analytics app, but users cannot access the app.

Which two statement correctly describes how to grant proper access on the user details page

- A. Assign user access to the analytics for Loyalty role.
- B. Assign the user the analytics profile for analytics for Loyalty.
- C. Assign user access to permission sets for analytics for Loyalty.
- D. Assign access by checking CRM Analytics plus user

**Answer: A,C**

Explanation:

To enable users to access a new analytics app, it's crucial to assign them the appropriate roles and permission sets. Assigning user access to the analytics for Loyalty role ensures that users are granted the necessary permissions to view and interact with the Loyalty analytics content. This role is designed to encompass the permissions required for accessing and analyzing Loyalty-specific data. Additionally, assigning user access to permission sets for analytics for Loyalty is an effective way to provide access. Permission sets offer a flexible and granular approach to managing user permissions, allowing Administrators to specify the exact capabilities each user should have within the analytics app. This method ensures that users have access to the appropriate analytics tools and data relevant to their roles and responsibilities within the Loyalty program.

#### NEW QUESTION # 66

Universal Containers (UC) has a Loyalty Program with a Loyalty Member Portal implemented using the Loyalty Experience Cloud template. UC is planning to launch a new Loyalty Program and wants to retain the same design and functionalities of the existing Loyalty Member Portal.

Which two steps should UC consider during the implementation of the new Loyalty Program?

- A. Use existing Experience Cloud components to handle the same design and functionalities.
- B. Create a new Loyalty Member Portal and assign it to the new Loyalty Program.
- C. Create new Experience Cloud Components for the new Loyalty Member Portal.
- D. Assign the existing Loyalty Member Portal to the new Loyalty Program too.

**Answer: A,B**

Explanation:

When implementing a new Loyalty Program while retaining the design and functionalities of an existing Loyalty Member Portal built with the Loyalty Experience Cloud template, Universal Containers should consider:

Option B: Utilizing existing Experience Cloud components to ensure consistency in design and functionality. This approach leverages the reusable nature of Experience Cloud components, allowing for efficient replication of the portal's look and feel without the need for extensive redevelopment.

Option D: Creating a new Loyalty Member Portal specifically for the new Loyalty Program. This ensures that the new program has a dedicated portal tailored to its unique requirements while maintaining the desired design and functionalities. This approach allows for customization and scalability, accommodating any program-specific features or requirements.

## NEW QUESTION # 67

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