# Get Salesforce Salesforce-Loyalty-Management Exam Questions For Greater Results [2026]


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## Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

| Topic | Details |
|---|---|
| Topic 1 | • 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. |

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| Topic 2 | • 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. |
| Topic 3 | • 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. |
| Topic 4 | • 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. |



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## Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q17-Q22):

**NEW QUESTION # 17**
A Loyalty Management Consultant recently created a new analytics app, but users cannot access the app.
Which two statement correctly describes hot to grant proper access on the user detail page?

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

**Answer: A,D**

Explanation:
To grant users proper access to a newly created analytics app, two steps are required. First, assigning user access to the analytics for Loyalty role ensures that users have the necessary permissions to view and interact with Loyalty-specific analytics content. This role typically encompasses permissions tailored to accessing and analyzing data within the context of the Loyalty Management application.
Second, assigning user access to permission sets for analytics for Loyalty is another way to grant targeted access. Permission sets allow for fine-grained control over user permissions, enabling the Administrator to specify exactly what analytics content a user can access and interact with. By using permission sets, access can be customized to fit the specific needs and roles of different users within the organization.

**NEW QUESTION # 18**

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

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

**Answer: B,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 # 19**
An airline's Loyalty program offers several ways to accrue points, including:
* Enrollment Bonus
* Member Referral
* Flight Purchase
* Additional information on the member profile.
The Salesforce Administrator must classify the different accrual transaction journals.
What should the administrator configure to meet these requirements?

- A. Create a custom field on transaction journal object
- B. Create a Journal Type for each case.
- C. Create a Journal Subtype for each case.
- D. Create a custom field on Loyalty Ledger object

**Answer: B**

Explanation:
To classify the different accrual transaction journals based on the various ways members can accrue points, the Salesforce Administrator should create a Journal Type for each case (e.g., Enrollment Bonus, Member Referral, Flight Purchase, Additional Profile Information). Journal Types in Salesforce Loyalty Management are used to categorize transaction journals according to the nature of the transaction, allowing for organized tracking and reporting of different types of point accrual activities. This configuration facilitates clear differentiation and management of the diverse ways in which members can earn points within the Loyalty Program

**NEW QUESTION # 20**
A company has decided to use Loyalty Management for customer retention, which will lead to increased revenue. Based on market research, the company decided to make the points available for its Loyalty Program Members after the return period of 14 days is over.
What is the best solution to meet the company's business requirements?

- A. Enable Pending Points
- B. Enable Deferred Points
- C. Enable Escrow Points
- D. Install App Exchange

**Answer: B**

Explanation:
To meet the company's business requirements of making points available for Loyalty Program Members after a return period of 14 days, the best solution is to Enable Deferred Points (C). Deferred points are a feature in Salesforce Loyalty Management that allows points to be earned but not immediately available for redemption, typically used to account for return periods or other conditional

delays. By enabling deferred points, the company can ensure that points are only made available after the specified return period has passed, aligning with their business strategy and reducing the risk of point redemption for returned products.

**NEW QUESTION # 21**
A company has new accrual and redemption partner that they wish to add to its Loyalty program as part of a strategic business partnership.
Once the Administrator selects the loyalty program, which steps should the Administrator take to add new partner to the program?

- A. Chose relevant account name to Associate to the program > Set program partner type to 'Both' (Accrual and Redemption)
- B. Enter the partner contact name > Associate to a partner Contact Name > Set program type to 'Both' (Accrual and Redemption)
- C. Enter the program partner name > Associate to an account> Set program partner type to 'Both' (Accrual and Redemption)
- D. Enter the program partner name > Associate to a Partner Contact Name > Set program partner type to 'Both' (Accrual and Redemption)

**Answer: C**

Explanation:
To add a new accrual and redemption partner to a Loyalty program in Salesforce Loyalty Management, the steps are:
Enter the program partner name > Associate to an account > Set program partner type to 'Both' (Accrual and Redemption) (A): This process involves identifying the new partner by name, associating them with a specific account in Salesforce to link their business details, and defining their role in the loyalty program as both an accrual and redemption partner. This ensures that the partner can both award points to members for eligible transactions and redeem points for rewards, enhancing the program's value and appeal to members.
Options B, C, and D offer variations that do not align with the standard process for adding a new partner in Salesforce Loyalty Management. The correct procedure involves associating the partner with an account (not just a contact) and specifying their role in terms of point accrual and redemption to ensure clear and effective partnership management within the program.
Salesforce Loyalty Management documentation provides guidelines on adding and managing program partners, including the steps to integrate new partners effectively, ensuring they contribute positively to the loyalty program's goals and member experiences.

**NEW QUESTION # 22**
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