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## Salesforce AP-212 Exam Dumps: Reduce Your Chances Of Failure [2026]

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## Salesforce Loyalty Management Accredited Professional Sample Questions (Q26-Q31):

### NEW QUESTION # 26

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 Escrow Points

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

**Answer: C**

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 # 27**

A total group wants to implement a Loyalty program that gives its members points based on the numbers of nights per stay each time members visit one of its hotels.

Once a customer reaches 1000 points, members can redeem points with any hotel within the hotel group. The points can be converted to cover the cost of one night's stay on the next visit. The hotel group hopes this incentive will encourage its members to book more frequently, increasing revenue.

Which type of currency should a Loyalty Consultant use to set up the Loyalty program to accomplish the hotel group's goals?

- A. Qualifying Points
- B. Non-Qualifying and Qualifying Points
- **C. Non-Qualifying Points**
- D. Tier Qualifying Points

**Answer: C**

Explanation:

To accomplish the hotel group's goals, a Loyalty Consultant should use Non-Qualifying Points as the currency type for the Loyalty program. Non-Qualifying Points are ideal for rewards that do not contribute to tier progression but can be redeemed for benefits, such as a free night's stay. This setup allows members to earn points based on their stays, which can then be redeemed for rewards within the hotel group, encouraging more frequent bookings and enhancing member loyalty.

#### **NEW QUESTION # 28**

A Loyalty Manager wants to send an SMS to a member's mobile device after the member has made a purchase and their non-qualifying points have been increased.

An integrated solution between Salesforce Loyalty Management and Salesforce Marketing Cloud is proposed to meet this business need.

Which two Salesforce solutions are required to meet the business's needs?

- **A. Marketing Cloud MobileConnect**
- B. Marketing Cloud Personalization
- C. Marketing Cloud Mobile Push
- **D. Marketing Cloud Connect**

**Answer: A,D**

Explanation:

To meet the business need of sending an SMS to a member's mobile device after a purchase and an increase in non-qualifying points, the required Salesforce solutions are Marketing Cloud Connect (A) and Marketing Cloud MobileConnect (B). Marketing Cloud Connect facilitates the integration between Salesforce Loyalty Management and Marketing Cloud, while MobileConnect is a specific tool within Marketing Cloud designed for sending SMS messages to mobile devices, allowing for timely and targeted communication with loyalty program members.

#### **NEW QUESTION # 29**

What three facts should the administrator consider when creating and managing member groups?

- A. Promotions can't offered to groups.
- B. Accrual type transactions associated with a group can be canceled.
- C. Qualifying points can't be transferred to a group.
- D. Groups are associate with tiers.
- E. Vouchers can't be issued to groups.

**Answer: B,C,E**

Explanation:

When creating and managing member groups in Salesforce Loyalty Management, administrators should consider the following key facts:

\* Groups are associated with tiers (A): This statement is not necessarily true as groups can be created for various purposes, not just tied to specific tiers. Groups can be used to segment members for targeted promotions, communications, or benefits irrespective of their tier status.

\* Accrual type transactions associated with a group can be canceled (B): This is an important consideration as it implies that transactions contributing to a group's accrual points can be adjusted or canceled if necessary, affecting the group's total points and potentially members' benefits.

\* Qualifying points can't be transferred to a group (C): This is a critical consideration because it highlights the limitation that individual member's qualifying points cannot be directly transferred into a group's pool of points. This ensures the integrity of qualifying points for tier progression and other individual benefits.

\* Vouchers can't be issued to groups (D): This is another important consideration. While individual members within a group can receive vouchers, a voucher cannot be issued at the group level. This ensures that benefits are tailored and distributed to individual members, maintaining personalization in the loyalty program.

\* Promotions can't be offered to groups (E): This statement is incorrect. Promotions can indeed be targeted at specific groups, allowing for more tailored marketing efforts and member engagement strategies within the loyalty program.

References to Salesforce documentation on Loyalty Management would provide detailed guidelines on how to effectively create, manage, and leverage member groups within a loyalty program, ensuring that administrators are well-informed of these considerations.

### NEW QUESTION # 30

A company has recently rolled out a Loyalty Program with three tiers. The lowest tier is Silver, and the highest tier is Platinum. The company decided to offer Platinum members exclusive access to VIP events.

How should an Administrator configure the Loyalty Program for Platinum members?

- A. Set up Members "Exclusive Access to VIP Events" as a Member Promotion
- B. Set up Members "Exclusive Access to VIP Events" as a Voucher
- C. Set up Members "Exclusive Access to VIP Events" as a Loyalty Tier Benefit
- D. Set up Members "Exclusive Access to VIP Events" as a Transaction Journal

**Answer: C**

Explanation:

To offer Platinum members exclusive access to VIP events, an Administrator should Set up Members

"Exclusive Access to VIP Events" as a Loyalty Tier Benefit (D). Configuring this exclusive access as a tier benefit specifically for Platinum members allows for clear differentiation of tiers and provides a compelling incentive for members to reach and maintain the Platinum tier. This setup ensures that the highest-tier members receive appropriate recognition and rewards, enhancing their loyalty and engagement with the program.

Options A (Voucher), B (Member Promotion), and C (Transaction Journal) do not accurately represent the method for providing exclusive event access as a distinct benefit of attaining the Platinum tier within a loyalty program.

### NEW QUESTION # 31

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