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1 / 4

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Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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 2	<ul style="list-style-type: none"> • 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 3	<ul style="list-style-type: none"> • 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.
Topic 4	<ul style="list-style-type: none"> • 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 (Q77-Q82):

NEW QUESTION # 77

Universal container launched a Loyalty Program. The salesforce Administrator to..... to create a private portal for the Loyalty Program

What is the last step the Salesforce Administrator must complete?

- A. Create the Experience Cloud site
- **B. Activate the Experience Cloud site**
- C. Associate the Loyalty Program with the site
- D. Add the relevant Experience Cloud components to the pages

Answer: B

Explanation:

The last step the Salesforce Administrator must complete to create a private portal for the Loyalty Program using Experience Cloud is to activate the Experience Cloud site. Activation is the final step that makes the site accessible to users. Once the site is activated, members can access the portal, where they can engage with the Loyalty Program, view their points and tiers, and take advantage of program benefits. Activation is crucial as it transitions the site from a development or staging phase to a live environment.

NEW QUESTION # 78

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

Answer: C,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 # 79

A customer from an airline Loyalty program purchases a ticket, which will accrue qualifying and non-qualifying points according to the Loyalty rules.

Which two automations can be used to set up transactions and points accrual?

- **A. Evaluation Flow**
- B. Autolaunched Flow (No Trigger)
- C. Screen Flow
- **D. Schedule-Triggered Flow**

Answer: A,D

NEW QUESTION # 80

The Loyalty Analytics Base App license provides technical Consultants access to Loyalty analytics data with what limitations?

- A. Rows do not have an analysis limit, only licenses do
- **B. Administrators can analyze up to 10 million rows**
- C. Administrators can analyze up to 1 million rows
- D. Administrators can analyze up to 25 million rows

Answer: B

NEW QUESTION # 81

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

Answer: A

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.

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