

Quiz 2026 Salesforce Salesforce-Loyalty-Management: Updated Valid Salesforce Loyalty Management Accredited Professional Exam Vce



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Salesforce Loyalty Management Accredited Professional Exam Sample

Questions (Q76-Q81):

NEW QUESTION # 76

In which two scenarios should an Administrator use member engagement attributes?

- A. Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only.
- B. Member enrolls in "welcome aboard" promotion for free surprise gift every quarter.
- C. Member attends three trainings between March 1st and April 30th to get 200 bonus points.
- D. Member is eligible for 'Bonus days' if the member constantly spends more than \$500 each month for a year.

Answer: C,D

Explanation:

In Salesforce Loyalty Management, member engagement attributes are used to track and reward customer behaviors that are not directly tied to transactions. In the scenarios provided:

Member is eligible for 'Bonus days' if the member constantly spends more than \$500 each month for a year (A): This scenario is ideal for using member engagement attributes to track consistent high spending over a year. The attributes can be used to monitor monthly spending and, once the criteria are met, trigger the bonus days reward.

Member attends three trainings between March 1st and April 30th to get 200 bonus points (B): This is another perfect use case for member engagement attributes. The attributes can be set to track participation in specific events (like training sessions) and award points when the member meets the attendance requirement.

Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only (C): This scenario is more about transactional behavior combined with tier status, which might not necessarily require the use of engagement attributes. Instead, this could be managed through regular transactional rules and tier benefits.

Member enrolls in "welcome aboard" promotion for free surprise gift every quarter (D): While engagement attributes could potentially track enrollment in promotions, this scenario seems more straightforward and could be managed through the promotion and voucher functionalities in Salesforce Loyalty Management without the need for engagement attributes.

Engagement attributes are particularly useful for tracking non-purchase behaviors and engagements, providing a flexible tool to reward members for a wide range of activities, enhancing their loyalty and engagement with the program. The Salesforce Loyalty Management documentation provides extensive guidance on configuring and using member engagement attributes effectively.

NEW QUESTION # 77

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

Answer: A

NEW QUESTION # 78

What is a business use case for integrating Marketing Cloud Personalization with Loyalty Management?

- A. To enable the purchasing of products and take payment.
- B. To be able to send personalized marketing emails in batches.
- C. To offer promotions in real-time to customers.
- D. To create unified profile from multiple source of truth and build a golden record.

Answer: C

Explanation:

Integrating Marketing Cloud Personalization with Loyalty Management serves the crucial business use case of offering real-time

promotions to customers. This integration allows for the dynamic presentation of personalized offers and promotions to loyalty members based on their current interactions, preferences, and loyalty status. By leveraging real-time data and personalized content, businesses can enhance customer engagement, encourage repeat purchases, and foster a deeper connection with their brand, ultimately driving loyalty program success and customer satisfaction.

NEW QUESTION # 79

Due to the point of Sales (POS) system limitations, the client purchases are sent every night to Loyalty Management as transactions. What are two benefits a program gets by using Batch Management in this context?

- A. Process large volumes of transactions
- B. Process zip files full of Loyalty Transactions coming from point-of-sales systems
- C. Load large volumes of external data coming from external systems
- D. Tracks the status and health of batch jobs

Answer: A,D

Explanation:

The benefits of using Batch Management in Salesforce Loyalty Management, especially in the context of processing nightly batches of transactions from a Point of Sales (POS) system, include:

Tracks the status and health of batch jobs (A): This allows program administrators to monitor the progress and success of batch processes, ensuring that transactions are being processed efficiently and any issues are quickly identified and addressed.

Process large volumes of transactions (B): Batch Management is designed to handle high volumes of data, making it well-suited for processing the large number of transactions typically generated by a POS system daily.

Options C and D, while related to the benefits of batch processing, are more specific to the technical aspects of handling external data and file formats, which are not directly mentioned in the question. Batch Management's core benefits in this scenario are its ability to efficiently process and monitor large transaction volumes, ensuring the timely and accurate update of loyalty points and member statuses.

Salesforce documentation on Batch Management within Loyalty Management would offer insights into setting up and optimizing batch jobs for transaction processing, ensuring that loyalty programs can effectively manage member data and transactions even with high volumes and complex processing requirements.

NEW QUESTION # 80

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. Tier Qualifying Points
- D. Non-Qualifying Points

Answer: D

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 # 81

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