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## Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q81-Q86):

**NEW QUESTION # 81**
An Administrator needs to analyze the performance of the Loyalty Program.
What Loyalty Analytics permission does a System Administrator need to set up and customize?

- A. CLAAnalytics Base Admin
- B. Loyalty Analytics User
- C. CRM Analytics User
- D. Data Pipeline User

**Answer: B**

Explanation:
To analyze the performance of the Loyalty Program, a System Administrator needs to set up and customize Loyalty Analytics, which requires the Loyalty Analytics User (A) permission. This permission set enables the administrator to access Loyalty Analytics features, configure reports, and customize dashboards to analyze various aspects of the Loyalty Program's performance, such as member engagement, tier progression, redemption rates, and more.
Option B (CLAAnalytics Base Admin), Option C (Data Pipeline User), and Option D (CRM Analytics User) refer to different aspects of Salesforce analytics and data management, which, while potentially relevant in broader contexts, are not specifically tailored to the setup and customization of Loyalty Analytics within Salesforce Loyalty Management.
Salesforce documentation on Loyalty Management and Analytics would provide guidance on leveraging analytics capabilities to gain insights into Loyalty Program performance, guiding data-driven decision-making and program optimization.


**NEW QUESTION # 82**
A company has recently rolled out a Loyalty Program in the production environment in the Monitor Workflow Services from Setup, the System Administrator noticed that all the Loyalty automations that have Data Processing Engine actions are failing, but the rest of the loyalty automations are working correctly.
What is the root cause of this?

- A. The Default Workflow User is missing the CLAAnalytics Base User permission set license
- B. The Default Workflow User is missing the Loyalty Management permission set license
- C. The Default Workflow User is missing the Data Pipelines Base User permission set license
- D. The Default Workflow User is missing the CLAAnalytics Base User permission set license

**Answer: A**

Explanation:
The root cause of the issue where all the Loyalty automations that have Data Processing Engine actions are failing is because the Default Workflow User is missing the CLAAnalytics Base User permission set license (B). This permission set license is essential for the Default Workflow User to execute actions related to the Data Processing Engine within Salesforce Loyalty Management.
Without this permission set, the user lacks the necessary access rights to run these specific automations, leading to the observed failures. Salesforce documentation on Loyalty Management would provide guidance on setting up and troubleshooting automations, including the necessary permission sets for different actions.


**NEW QUESTION # 83**
What are the three essential steps to establish a Loyalty promotion with Salesforce CDP and Marketing Cloud? Select three

- A. Enable Connector Settings on all the Loyalty Objects E. Enable Service Connector for Promotion Escalations.
- B. Automatically Generate a New Individual Relationship
- C. Transmit Loyalty Promotion Segments to Marketing Cloud
- D. Activate and Publish the Segment

**Answer: A,C,D**

Explanation:
To establish a Loyalty promotion with Salesforce CDP (Customer Data Platform) and Marketing Cloud, the three essential steps are:
Transmit Loyalty Promotion Segments to Marketing Cloud (A): This step involves sharing segmented data from Salesforce CDP to Marketing Cloud, enabling targeted marketing campaigns based on loyalty promotion criteria.
Activate and Publish the Segment (C): Once the segments are defined and populated with the relevant Loyalty Program Members,

the segment needs to be activated and published to be used in campaigns and promotions within Marketing Cloud.
Enable Connector Settings on all the Loyalty Objects (D): This involves configuring the integration between Salesforce CDP, Loyalty Management, and Marketing Cloud by enabling the necessary connector settings, ensuring seamless data flow and communication between these platforms for the promotion.
Option B (Automatically Generate a New Individual Relationship) and E (Enable Service Connector for Promotion Escalations) are not directly related to the essential steps for establishing a loyalty promotion with Salesforce CDP and Marketing Cloud.

## NEW QUESTION # 84

Northern Trail, outfitters (NTO) needs to process tier assessment rules on its member's anniversary date NTO wants to set up a Data Process Engine that transforms the data that is available in Salesforce and writes back the transformation results as new or updated records.
Which Kind of permission Set is required to enable the Data Processing Engine definitions?

- A. CLA Analytics Base Admin
- B. Rule Engine Designer
- C. Data Pipelines Base User
- D. Loyalty Analytics admin

**Answer: C**

Explanation:
To enable the Data Processing Engine for processing tier assessment rules on members' anniversary dates, the required permission set is:
Data Pipelines Base User (B): This permission set grants the necessary access to configure and manage Data Processing Engine definitions, allowing for the transformation of Salesforce data and the writing back of transformation results as new or updated records. This capability is crucial for automating tier assessments and other data-intensive processes within Salesforce Loyalty Management.
Options A (CLA Analytics Base Admin), C (Rule Engine Designer), and D (Loyalty Analytics Admin) do not specifically pertain to enabling the Data Processing Engine for tier assessment and other data processing tasks within Loyalty Management.
Salesforce documentation on Loyalty Management and Data Processing Engine would provide insights into the required permissions and best practices for setting up and managing data transformations and tier assessments within a loyalty program.

## NEW QUESTION # 85

How should a Loyalty Management consultant integrate Marketing Cloud with Loyalty Management in order to create journeys for promotions?

- A. Use Marketing Cloud Connect
- B. Use Salesforce Customer Data Platform
- C. Use Marketing Cloud Server-Side JavaScript
- D. Use Custom Apex code via a middleware ETL tool

**Answer: A**

Explanation:
To integrate Marketing Cloud with Loyalty Management for creating journeys for promotions, the most effective method is:
Option D "Use Marketing Cloud Connect." Marketing Cloud Connect integrates Salesforce CRM data with Marketing Cloud, allowing for the creation of targeted, personalized journeys based on Salesforce data, including Loyalty Management data.

## NEW QUESTION # 86

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