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*Salesforce-Loyalty-Management
Salesforce Loyalty Management Accredited Professional Exam*

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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.

Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q57-Q62):

NEW QUESTION # 57

Cloud Kicks has been using Loyalty Management, Sales Cloud, and Service Cloud as part of its tech stack to manage its Loyalty Program. The marketing team is interested in implementing Salesforce Marketing Cloud, so Loyalty program members can be informed and engaged with personalized emails sent using Salesforce Marketing Cloud.

Using the least development effort, how can the Loyalty Management Consultant accomplish the necessary integration between Salesforce Marketing Cloud and Loyalty Management platforms?

- **A. Install and configure Marketing Cloud Connect to integrate with Loyalty Management**
- B. Install and configure Salesforce Marketing Cloud Contacts Connection
- C. Design Datasets with Dataflows and the Dataset Builder
- D. Create a connected app to integrate Salesforce Loyalty Management and Marketing Cloud via APIs

Answer: A

NEW QUESTION # 58

The Loyalty Program Manager at Northern Trail Outfitters (NTO) has defined a new Promotion in Salesforce Loyalty Management. NTO would like to communicate this new Promotion with its eligible members.

Which two integrated Salesforce applications can facilitate this com

- **A. Salesforce Customer Data Platform**

- B. Salesforce Cloud Intelligence
- C. Salesforce Marketing Cloud
- D. Salesforce Field Service Lightning

Answer: A,C

Explanation:

To communicate a new Promotion to eligible Loyalty Program members, Northern Trail Outfitters can utilize integrated Salesforce applications such as:

Option C: Salesforce Customer Data Platform (CDP), which allows for the aggregation and management of customer data, enabling targeted communication based on member attributes and behaviors.

Option D: Salesforce Marketing Cloud, which offers robust email marketing and customer engagement tools. By integrating Loyalty Management data with Marketing Cloud, NTO can create personalized and targeted email campaigns to inform members about new promotions.

NEW QUESTION # 59

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

Answer: B,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 # 60

Northern Trail Outfitters wants to show member information in its member portal hosted outside of Salesforce.

What is a prerequisite for using Loyalty APIs to fetch the member information?

- A. Create Data Processing jobs
- B. Create a Connected App in Platform
- C. Create custom objects in Loyalty
- D. Create customer integration code

Answer: D

NEW QUESTION # 61

When implementing Analytics for Loyalty, what are the three steps to turn on analytics and dashboards?

- A. Create standard Salesforce reports and dashboard
- **B. Schedule dataflow for the analytics**
- C. Create an App using existing templates
- **D. Install CRM Analytics package**
- **E. Assign Analytics for Loyalty User Permissions.**

Answer: B,D,E

Explanation:

To turn on analytics and dashboards for Loyalty, the three essential steps are:

Assign Analytics for Loyalty User Permissions (A): This step ensures that users who need to access Loyalty Analytics have the necessary permissions to view and interact with the analytics and dashboards.

Schedule dataflow for the analytics (C): Dataflow is the process by which data moves from Salesforce objects into Analytics datasets. Scheduling dataflow is crucial for ensuring that the analytics and dashboards have up-to-date information from the Loyalty Management system.

Install CRM Analytics package (E): This involves adding the CRM Analytics package to your Salesforce org, which provides the tools and capabilities needed to create and customize analytics and dashboards for Loyalty Management.

Option B (Create standard Salesforce reports and dashboard) and Option D (Create an App using existing templates) are valuable for general reporting and app development within Salesforce but are not specifically tied to the initial steps for enabling Loyalty Analytics and dashboards.

Salesforce documentation on Loyalty Management and CRM Analytics would detail the process of enabling analytics for Loyalty, including the setup of user permissions, dataflow scheduling, and the installation of necessary packages to utilize analytics and dashboards effectively.

NEW QUESTION # 62

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