

Valid Salesforce-Loyalty-Management Mock Test | Test Salesforce-Loyalty-Management Duration



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You can trust VCEdumps and download Salesforce-Loyalty-Management exam questions to start preparation with complete peace of mind and satisfaction. The Salesforce-Loyalty-Management exam questions have already helped countless Salesforce Salesforce-Loyalty-Management exam candidates. They got success in their dream Salesforce-Loyalty-Management Certification Exam with flying colors. They did this with the help of real, valid, and updated Salesforce-Loyalty-Management exam questions. You can also get success in the Salesforce Loyalty Management Accredited Professional Exam certification exam with Salesforce-Loyalty-Management exam questions.

Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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">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 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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The Salesforce-Loyalty-Management exam requires the candidates to have thorough understanding on the syllabus contents as well as practical exposure of various concepts of certification. Obviously such a syllabus demands comprehensive studies and experience. If you are lack of these skills, you should find our Salesforce-Loyalty-Management study questions to help you equip yourself well. As long as you study with our Salesforce-Loyalty-Management practice engine, you will find they can help you get the best percentage on your way to success.

Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q31-Q36):

NEW QUESTION # 31

Northern Trail Outfitters would like to encourage sustained engagement with its brand over time, the company has created a Promotion that issues a bonus reward to members who make three purchases in a single month. What type of Loyalty Promotion should the Administrator use?

- A. Standard Promotion
- B. Joint Promotion
- C. Aggregate Promotion
- **D. Cumulative Promotion**

Answer: D

NEW QUESTION # 32

An administrator need to analyze the performance of the Loyalty Program. What Loyalty Analyze permission does a System Administrator need to set up a customized?

- A. Data pipeline user
- B. CLAAalytics base admin
- C. CRM Analytics User
- **D. Loyalty Analytics User**

Answer: D

Explanation:

To analyze the performance of the Loyalty Program, a System Administrator needs the 'Loyalty Analytics User' permission. This permission set grants access to the analytics and reporting features within Salesforce Loyalty Management, allowing the administrator to customize, view, and analyze data related to the loyalty program's performance, member engagement, and other key metrics.

NEW QUESTION # 33

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

Answer: C

NEW QUESTION # 34

Which two features below are supported in the reference integration between Loyalty and Commerce Cloud?

- A. Loyalty member enrollment
- B. Loyalty member profile
- C. Resetting tier points
- D. Loyalty membership merge

Answer: A,B

Explanation:

In the reference integration between Salesforce Loyalty Management and Commerce Cloud, two key features are supported: 'Loyalty member profile' and 'Loyalty member enrollment.' The 'Loyalty member profile' feature allows for the management and viewing of loyalty member information within Commerce Cloud, providing a seamless experience for members as they interact with the brand across different platforms. The 'Loyalty member enrollment' feature enables new customers to join the loyalty program directly through Commerce Cloud, facilitating the growth of the loyalty program and enhancing customer engagement by leveraging the commerce platform.

NEW QUESTION # 35

A hotel group has implemented a Loyalty Member Portal for its program members, but some members are experiencing issues accessing their Loyalty Program-specific records on the portal.

What should an Administrator do to ensure the Loyalty members can access Loyalty record information when using the portal?

- A. Ensure the Allow using standard external profiles for self-registration, user creation, and login' is enabled
- B. Using Experience Cloud sharing sets, specify Account as the object of your sharing set
- C. Ensure the 'Allow using customer profiles for self-registration, user creation, and login' is enabled
- D. For the Loyalty Member, 'Enable Customer User' on the Contact or 'Enable Partner User' on the Account
- E. In the Partner Account record, 'Enable Customer User' on the Contact associated

Answer: B,D

Explanation:

To ensure Loyalty members can access their program-specific records on the Loyalty Member Portal, an Administrator should: Using Experience Cloud sharing sets, specify Account as the object of your sharing set (A): Sharing sets in Experience Cloud allow you to define access rules for external users based on their relationship to records in Salesforce. Specifying Account as the object in a sharing set can enable portal users to access their Loyalty Program information if their portal user account is linked to their Account record in Salesforce.

For the Loyalty Member, 'Enable Customer User' on the Contact or 'Enable Partner User' on the Account (D): Enabling a Customer or Partner User on the Contact or Account associated with the Loyalty Member allows that individual to access the portal. This step is crucial for granting Loyalty Program members the ability to log in and view their Loyalty Program-specific information. Options B and C, while related to portal access and user setup, do not directly address the specific requirement of accessing Loyalty Program information. Option E is also relevant but more focused on enabling self-registration and user creation/login processes rather than directly impacting access to Loyalty record information.

Salesforce documentation on Experience Cloud and Loyalty Management would provide guidance on setting up and configuring access for Loyalty Program members to view their information on a member portal, ensuring a seamless user experience.

NEW QUESTION # 36

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