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Salesforce AP-212 Exam Syllabus Topics:

Section	Objectives
	- Loyalty performance tracking • 1. Member behavior insights • 2. Dashboards and reports - Loyalty program structure • 1. Earning rules configuration • 2. Redemption rules configuration
Topic 1: Reporting and Analytics	
Topic 2: Program Setup and Configuration	- Tier management • 1. Tier qualification rules • 2. Tier benefits assignment - Loyalty data architecture
Topic 3: Data Model and Integration	• 1. Standard objects and relationships • 2. Integration with Salesforce platform services
Topic 4: Loyalty Management Fundamentals	- Core concepts of loyalty programs • 1. Member lifecycle management • 2. Points, tiers, and rewards model

- Member enrollment and profiles

- Topic 5: Member and Account Management
- 1. Member status tracking
 - 2. Account linking and identity management

- Campaign and promotion setup

- Topic 6: Engagement and Promotions
- 1. Targeted loyalty promotions
 - 2. Event-based rewards triggers

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Salesforce Loyalty Management Accredited Professional Sample Questions (Q84-Q89):

NEW QUESTION # 84

Northern Trail Outfitters, wants to implement its new Loyalty Program. The Chief Marketing Officer wants to offer the following benefits to customers:

- * Award points to the customer that can be redeemed for products in the store
- * Gamify customers that spend the most to receive exclusive benefits.

What three elements should the Administrator configure?

- A. Set up one qualifying currency and a non-qualifying currency
- B. Set up promotions
- C. Set up vouchers for specific products
- D. Set up a tier system based on a cumulative spending value
- E. Set up one qualifying currency

Answer: B,D,E

Explanation:

For Northern Trail Outfitters' Loyalty Program offering, the Administrator should configure:

- * B: One qualifying currency to track points that can be redeemed for products.
- * C: A tier system based on cumulative spending to gamify and reward top spenders with exclusive benefits.
- * E: Promotions to create special offers or rewards that can enhance the Loyalty Program's appeal and engagement.

NEW QUESTION # 85

Universal Containers (UC) has defined a points-based Loyalty Program, and the Loyalty members must receive an email with the point balance every time it is updated.

What should the Salesforce Administrator set up to enable a real-time currency model?

- A. Non-Qualifying Points updates happen in real-time by default
- B. Enable Real-Time Update of Non-Qualifying Points Balance
- C. Create a Flow to update the Points Balance field
- D. Enable Real-Time Update of Qualifying Points Balance

Answer: D

Explanation:

To enable real-time updates of point balances in a points-based Loyalty Program, the Salesforce Administrator should:

* Option B "Enable Real-Time Update of Qualifying Points Balance." This feature ensures that any changes to a member's qualifying points balance are immediately reflected, allowing for real-time communication of point updates.

NEW QUESTION # 86

Universal Container have a points-based Loyalty Program and a B2C commerce website built with a Commerce built with a Commerce Cloud solution; the clients orders are already synchronized with Loyalty Management. With the every purchase, Loyalty members will earn points. The Directory wants to have traceability of every order transaction on the Loyalty Management app. What does the Salesforce Administrator have to do?

- A. Use standard Order Lookup on the Loyalty Ledger object
- **B. Use the standard Order Lookup of the Transaction Journal Object**
- C. Create a custom text field in Transaction Journal object to save the order purchased by the client.
- D. Create a custom Lookup field in Transaction Journal object to save the order purchased by the Loyalty member.

Answer: B

Explanation:

For traceability of every order transaction in the Loyalty Management app, the Salesforce Administrator should utilize the standard Order Lookup field of the Transaction Journal Object. This field is designed to create a direct relationship between a loyalty transaction and the corresponding commerce order, enabling clear visibility and tracking of how each order impacts loyalty points and member accounts. This setup ensures that every purchase made by Loyalty members that earns points is directly linked and traceable in the Loyalty Management application, facilitating easier tracking and management of member transactions.

NEW QUESTION # 87

An Administrator uses Analytics for Loyalty to develop an InApp-Dashboard showing top and bottom agent performers on the Loyalty call center.

Which dashboard readily available through the Analytics Studio tool can be used to track agents' performance based on the number of members assisted, customer satisfaction scores, and modifications?

- **A. Loyalty Member Services Dashboard**
- B. Program Manager Home Dashboard
- C. Member Services Manager Home Dashboard
- D. Team Performance Dashboard

Answer: A

Explanation:

To develop an InApp-Dashboard showing top and bottom agent performers in the Loyalty call center, the most suitable dashboard available through the Analytics Studio tool is the:

* Loyalty Member Services Dashboard (D): This dashboard is designed to track the performance of agents interacting with loyalty program members, including metrics like the number of members assisted, customer satisfaction scores, and modifications made by agents. It provides insights into agent

* performance and service quality in the context of loyalty member services.

The Program Manager Home Dashboard (option A), Member Services Manager Home Dashboard (option B), and Team Performance Dashboard (option C) may contain relevant metrics but are not specifically tailored to tracking individual agent performance in the context of loyalty member services.

Salesforce documentation on Analytics for Loyalty would provide information on available dashboards and their intended use cases, including how to customize and leverage them for specific analytical needs, such as tracking call center agent performance.

NEW QUESTION # 88

A Consultant was tasked with setting up the connection between Salesforce Loyalty Management and Marketing Cloud. The Consultant created a new user account in Marketing Cloud Which two items on the Marketing Cloud user account should the Consultant configure to enable the user account to successfully connect with Salesforce Loyalty Management?

- A. Assign the permission set to the user account

- B. Grant access to the correct business unit
- C. User account must exist within the Loyalty Management org
- D. API access

Answer: B,D

Explanation:

When configuring a new user account in Marketing Cloud for integration with Salesforce Loyalty Management, the Consultant must ensure to Grant access to the correct business unit (B) and Enable API access (D). Access to the correct business unit is necessary to ensure that the user has access to the relevant data and functionalities within Marketing Cloud. API access is essential for the technical integration, allowing for communication between Salesforce Loyalty Management and Marketing Cloud.

NEW QUESTION # 89

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