

AP-212オンライン試験 & AP-212学習範囲



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>> AP-212オンライン試験 <<

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Salesforce Loyalty Management Accredited Professional 認定 AP-212 試験問題 (Q95-Q100):

質問 #95

What three types of vouchers can be configured in Loyalty Management?

- A. Fixed Value
- B. Promo Code
- C. Gift Card
- D. Discount Percentage
- E. Product or Service

正解: A、B、D

解説:

In Salesforce Loyalty Management, the types of vouchers that can be configured include:

* Promo Code (A): This voucher type allows members to redeem a code for a specific offer or discount, typically used in marketing promotions and online purchases.

* Discount Percentage (B): This type of voucher provides a percentage-based discount on products or services, offering flexibility in creating varied promotional offers for loyalty program members.

* Fixed Value (C): Fixed Value vouchers offer a specific monetary value that can be applied as a discount or credit towards purchases, providing a straightforward benefit to loyalty program members.

The option D, "Gift Card," and E, "Product or Service," while potentially part of a loyalty program's offerings, are not classified as voucher types within the standard configurations of Salesforce Loyalty Management.

Vouchers are typically used for discounts or special offers rather than representing a stored monetary value or specific products/services.

The Salesforce Loyalty Management documentation would include detailed information on configuring and managing different types of vouchers, ensuring that loyalty program administrators can effectively create and offer a variety of benefits to meet their program's goals and member needs.

質問 # 96

What is the correct implementation approach for an Administrator to target a promotion only for specific products?

- A. Create a custom list on the promotion
- B. Add promotion to the lookup field on the product
- C. Create product attributes in Promotion Setup
- **D. Map products to promotion through an out-of-the-box Related List**

正解: D

解説:

To target a promotion only for specific products in a Loyalty Program, the correct implementation approach is to Map products to promotion through an out-of-the-box Related List (B). This approach leverages standard Salesforce functionality, allowing administrators to associate specific products with a promotion directly within the promotion's record. This direct mapping ensures clarity and ease of administration, enabling targeted promotional activities that are specific to certain products.

Option A (Create a custom list on the promotion), Option C (Create product attributes in Promotion Setup), and Option D (Add promotion to the lookup field on the product) are not standard Salesforce Loyalty Management functionalities for associating products with promotions and may require custom development or configuration that is more complex and less maintainable than using out-of-the-box related lists.

Salesforce documentation on Loyalty Management would detail the process for setting up and managing promotions, including how to associate promotions with specific products to achieve targeted marketing objectives within the Loyalty Program.

質問 # 97

What are the three required steps in settings up Loyalty promotion with Salesforce CDP and Marketing Cloud?

- **A. Send Loyalty Promotion Segments to marketing Cloud**
- **B. Activating and Publishing the Segment**
- C. Automatically Add a New Individual Relationship
- D. Enable Connector Settings on all the Loyalty Objects
- **E. Enable Service Connector for Promotion Escalations.**

正解: A、B、E

解説:

Setting up a loyalty promotion with Salesforce CDP (Customer Data Platform) and Marketing Cloud involves several critical steps to ensure seamless integration and functionality. The first step, 'Send Loyalty Promotion Segments to Marketing Cloud,' involves identifying and segmenting your loyalty members in Salesforce CDP and then transferring these segments to Marketing Cloud for targeted marketing efforts. 'Activating and Publishing the Segment' is crucial as it makes the segment available for use within Marketing Cloud, allowing for personalized engagement with the segmented audience. Lastly, 'Enable Service Connector for Promotion Escalations' is essential for ensuring that any promotional activities or escalations are properly managed and communicated between Salesforce CDP, Loyalty Management, and Marketing Cloud, providing a cohesive experience across platforms.

質問 # 98

What are the three steps required to complete integration between Loyalty and B2C Commerce Cloud when using the reference cartridge?

- A. Install Loyalty Management for B2C Commerce Package
- **B. Configure Loyalty Program preferences for B2C Commerce Site**
- C. Configure connected app named B2C Commerce Loyalty Connector
- **D. Configure connected app named B2C Loyalty Connector**
- E. Add Loyalty Management for Commerce Cartridge

正解: B、D、E

解説:

To complete the integration between Loyalty and B2C Commerce Cloud using the reference cartridge, the steps required are:

- * Configure Loyalty Program preferences for B2C Commerce Site (A): This involves setting up specific preferences and configurations within B2C Commerce Cloud to align with the Loyalty Program's requirements.
 - * Configure connected app named B2C Loyalty Connector (C): This step involves setting up a connected app within Salesforce to facilitate secure communication and data exchange between Loyalty Management and B2C Commerce Cloud.
 - * Add Loyalty Management for Commerce Cartridge (E): This involves installing the specific cartridge within B2C Commerce Cloud that integrates with Salesforce Loyalty Management, enabling the Commerce site to utilize loyalty program features.
- These steps ensure a seamless integration between Salesforce Loyalty Management and B2C Commerce Cloud, allowing for a unified customer experience across commerce and loyalty program interactions.

質問 # 99

Universal Container sells sports shoes through on eCommerce system. The Loyalty Program Members earn points in real-time with every purchase made.

How can this be built into Salesforce?

- A. Create an schedule process to call the external system
- **B. Create with the external system to create Transaction Journals.**
- C. Create customer web service with Order Object
- D. Download an app from the AppExchange to connect Salesforce and the external system.

正解: B

解説:

To integrate real-time point earning from an external eCommerce system into Salesforce Loyalty Management, utilizing an AppExchange app can be an efficient solution. These apps are designed to bridge Salesforce with external systems, enabling seamless data exchange. When a Loyalty Program Member makes a purchase on the eCommerce platform, the app can facilitate the automatic creation of 'Transaction Journals' in Salesforce, reflecting the earned points in real-time. This approach minimizes the need for custom development, leveraging pre-built solutions to enhance the loyalty experience and maintain accurate, up-to-date member point balances.

質問 # 100

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AP-212学習範囲: https://www.jpshiken.com/AP-212_shiken.html

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AP-212試験の準備方法 | 実際的なAP-212オンライン試験試験 | 完璧な Loyalty Management Accredited Professional学習範囲

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