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Quiz 2026 AP-212: Valid Reliable Loyalty Management Accredited Professional Study Guide

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Salesforce Loyalty Management Accredited Professional Sample Questions

(Q92-Q97):

NEW QUESTION # 92

A Consultant needs to design a new tier-upgrade process for a new Loyalty Program. The custom object to store the qualified members and a batch job is identified for this process.

Which two components should the Consultant select for this process?

- A. A flow to perform the tier-upgrade rule and another flow to perform the tier-upgrade orchestration process
- B. A data-processing-engine (DPE) to identify the qualified members
- C. A flow to perform both tier-upgrade rule and tier-upgrade orchestration process
- D. A flow to schedule and process the custom object's pending records and another flow to perform tier-upgrade orchestration process

Answer: A,B

Explanation:

For designing a new tier-upgrade process in a Loyalty Program, the Consultant should select:

* A flow to perform the tier-upgrade rule and another flow to perform the tier-upgrade orchestration process (C): This approach allows for the separation of concerns, where one flow is responsible for evaluating whether members meet the criteria for a tier upgrade, and another flow is responsible for the actual process of upgrading the member's tier. This modular design improves maintainability and scalability.

* A data-processing-engine (DPE) to identify the qualified members (D): The DPE can efficiently process large sets of member data to identify those who qualify for a tier upgrade based on the program's criteria. This component is crucial for automating the tier-upgrade process at scale, especially in programs with a significant number of members.

Option A combines both processes into a single flow, which could become complex and harder to maintain.

Option B suggests using a single flow for scheduling and processing, which might not offer the required flexibility and efficiency for handling complex tier-upgrade criteria and orchestration.

Salesforce documentation on Loyalty Management provides guidelines on leveraging Flow and DPE for automating and orchestrating various loyalty program processes, including tier upgrades.

NEW QUESTION # 93

A Loyalty Management Consultant recently created a new analytics app, but users cannot access the app.

Which two statements correctly describe how to grant proper access on the user detail page?

- A. Assign access by checking CRM analytics plus user
- B. Assign user access to the analytics for Loyalty role.
- C. Assign user access to permission sets for analytics for Loyalty.
- D. Assign the user the analytics profile for analytics for Loyalty.

Answer: B,C

Explanation:

To grant users proper access to a newly created analytics app, two steps are required. First, assigning user access to the analytics for Loyalty role ensures that users have the necessary permissions to view and interact with Loyalty-specific analytics content. This role typically encompasses permissions tailored to accessing and analyzing data within the context of the Loyalty Management application.

Second, assigning user access to permission sets for analytics for Loyalty is another way to grant targeted access. Permission sets allow for fine-grained control over user permissions, enabling the Administrator to specify exactly what analytics content a user can access and interact with. By using permission sets, access can be customized to fit the specific needs and roles of different users within the organization.

NEW QUESTION # 94

Northern Trail Outfitters (NTO) wants to offer 10% discount on top of the annual summer sale for its Loyalty program customers.

Which two steps must a Consultant take in Loyalty Management to set up this promotion?

- A. Create within the Loyalty Experiences tab a new Benefit Type for the Summer sale campaign where the Benefit Type Name is standard and the Category type is Issue Voucher.
- B. Create within the Loyalty Experiences tab a new voucher definition for the summer sales campaign where the Type is Product or Service and the expiration Type is fixed Date.

- C. Create within the Loyalty Experience tab a new voucher tab a new voucher definition where the Type Is Discount Percentage and the Expiration Type is fixed Date.
- D. Create within the Loyalty Experiences tab a new promotion for the Summer Sales campaign where the Loyalty Promotion Type is Standard and the Fulfillment Action is Issue Voucher.

Answer: C,D

Explanation:

To set up a 10% discount on top of the annual summer sale for loyalty program customers in Salesforce Loyalty Management, the consultant must:

* Create within the Loyalty Experiences tab a new promotion for the Summer Sales campaign where the Loyalty Promotion Type is Standard and the Fulfillment Action is Issue Voucher (B): This step involves setting up a new promotion specifically for the summer sale, defining it as a standard promotion type, and specifying that the fulfillment action for eligible members will be to issue a voucher, which in this case would be the 10% discount voucher.

* Create within the Loyalty Experience tab a new voucher definition where the Type Is Discount Percentage and the Expiration Type is fixed Date (D): This step involves defining a new voucher that applies a discount percentage (10% in this case) to purchases, with a fixed expiration date to limit the offer to the summer sale period. This ensures that the promotion is time-bound and encourages members to take advantage of the offer during the sale.

Options A and C involve creating a voucher definition and a benefit type, respectively, but do not align precisely with the steps required to set up a promotion that includes issuing a discount percentage voucher with a fixed expiration date for a specific campaign like the summer sale.

Salesforce Loyalty Management documentation would provide detailed guidance on creating promotions and vouchers, ensuring that loyalty program consultants can effectively design and implement targeted offers to enhance member engagement and sales during key promotional periods.

NEW QUESTION # 95

What two ways could an Administrator configure a Promotion to target a specific audience?

- A. Link a promotion to a campaign and associate a segment to the campaign
- B. Create a segment in the Salesforce Customer Data Platform and associate the segment to the promotion
- C. This functionality does not exist in Salesforce Loyalty Management.
- D. Create a campaign for a promotion. Create member segments in a third-party tool. Associate the members to campaigns via Campaign Members.

Answer: A,B

Explanation:

To target a specific audience with a Promotion in Salesforce Loyalty Management, an administrator could:

* Option C "Create a segment in the Salesforce Customer Data Platform and associate the segment to the promotion." This allows for precise targeting based on detailed segmentation criteria.

* Option D "Link a promotion to a campaign and associate a segment to the campaign." This method utilizes Salesforce's campaign management features to target promotions to specific segments.

NEW QUESTION # 96

A company has recently rolled out a Loyalty Program. The customer support agents need to manually adjust the points for Loyalty Program Members.

On which three Loyalty pages will customer support agents be able to adjust points?

- A. Contact page
- B. Loyalty Program Member page
- C. Transaction Journal
- D. Loyalty Program Member Related List
- E. Account page

Answer: B,C,D

Explanation:

Customer support agents can manually adjust points for Loyalty Program Members on the following pages:

* Loyalty Program Member page (A): This is the primary interface for viewing and managing individual loyalty program members,

including adjusting their points as needed.

* Loyalty Program Member Related List (B): This related list, found on related records such as accounts or contacts, provides access to loyalty program member information, including point adjustments.

* Transaction Journal (C): The Transaction Journal records all point transactions for loyalty program members, allowing customer support agents to make manual adjustments to points as necessary.

Options D (Account page) and E (Contact page) may provide indirect access to loyalty program member information but are not the primary interfaces for adjusting loyalty program points.

Salesforce documentation on Loyalty Management would detail the interfaces and processes for managing loyalty program members' points, including the roles and permissions required for customer support agents to make adjustments.

NEW QUESTION # 97

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