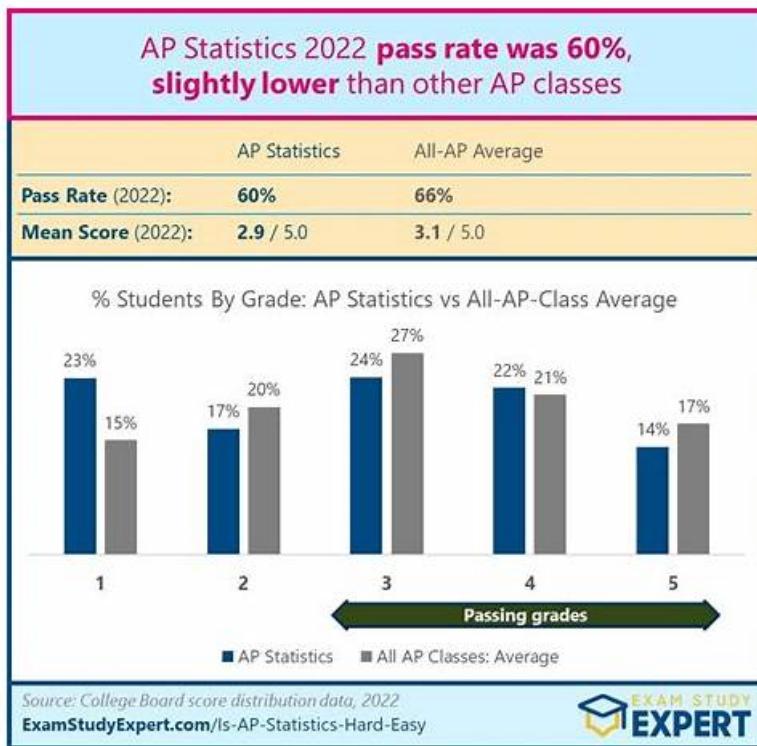


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## Salesforce Loyalty Management Accredited Professional Sample Questions (Q62-Q67):

### NEW QUESTION # 62

Which set of features should a Consultant check before setting up expanded partner management?

- A. Growth license, Prepaid Billing Type, Partner Transactions, Partner Conversion Factor O for Currencies
- B. Growth license, PostPaid Billing Type, Partner Ledgers, Partner Conversion Factor for Currencies
- C. Advanced license, Partner Ledgers, Partner Transactions, Billing Type
- D. Advanced license, PostPaid Billing Type, Partner Ledgers, Partner Conversion Factor for Currencies

**Answer: D**

Explanation:

Before setting up expanded partner management in Salesforce Loyalty Management, a Consultant should verify the following features are available:

- \* Option C: An "Advanced" license, which typically provides a broader set of functionalities and capabilities within Salesforce applications, including Loyalty Management.
- \* "PostPaid Billing Type," indicating the billing arrangement with partners, which is relevant for managing financial transactions within the Loyalty Program.
- \* "Partner Ledgers," which are necessary for tracking financial transactions and point exchanges with partners.
- \* "Partner Conversion Factor for Currencies," enabling the management of loyalty points and currency conversion across different geographies and partner locations.

These features collectively support the expanded management of partner relationships within the Loyalty Program, including financial transactions, point conversions, and international operations.

**NEW QUESTION # 63**

A Consultant needs to set up a new tier-point reset process for a new Loyalty Program, where the data-processing engine (DE) configuration is required.

How should the Consultant set up the data-processing engine with the least configuration effort?

- A. Create a copy of the reset qualifying points DPE template.
- B. Create a new data-processing engine from scratch / by first principle.
- C. Create a copy of the expire activity based non-qualifying points DPE template.
- D. Create a copy of the expire fixed non-qualifying points DPE template.

**Answer: A**

Explanation:

To set up a new tier-point reset process for a Loyalty Program with the least configuration effort, the consultant should:

- \* Option A "Create a copy of the reset qualifying points DPE template." This approach leverages existing DPE templates designed for similar purposes, minimizing the need for extensive custom configuration.

**NEW QUESTION # 64**

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

**Answer: B,C**

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 # 65**

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 voucher definition for the summer sales campaign where the Type is Product or Service and the expiration Type is fixed Date.
- B. 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.
- 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 Benefit Type for the Summer sale campaign where the Benefit Type Name is standard and the Category type is Issue Voucher.

**Answer: B,C**

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 # 66

A new segment in Customer Data Platform (CDP) will be used for sending notification emails to members with the following requirements: - The mail is sent on the first day of the month to the members that will have their membership expire at the end of the same month, starting from the 1st of April to 30th of June

- member's expiry-date are standardized to the last day of the month.

Which two configuration options below should be used for the new segment to fulfill this segmentation requirement?

- A. In the Segmentation Rule, Use "LoyaltyProgramMember" as the Direct object, > Operator: "Next Number of days" = 30 for the "Membership Expiry Date" attribute.
- B. In the Segmentation Rule, Use "LoyaltyProgramMember" as the Direct object, > Operator: "This Month" for the "Membership Expiry Date" attribute.
- C. In "Segment Property," set "Publish Schedule" to "24 hours" and the appropriate "Start Date" and "End Date"
- D. In "Segment Property", set "Publish Schedule" to "Don't Refresh".

**Answer: B,C**

Explanation:

For this segmentation requirement, the key is to identify members whose membership will expire at the end of the current month and to ensure the segment is refreshed daily within the specified date range.

\* Option B is correct because using "This Month" for the "Membership Expiry Date" attribute will accurately segment members whose memberships expire at the end of the current month.

\* Option D is also correct because setting the "Publish Schedule" to "24 hours" ensures the segment is refreshed daily, capturing new members meeting the criteria as the month progresses. The "Start Date" and "End Date" should be set from the 1st of April to 30th of June to match the requirement.

\* Option A is not suitable because "Don't Refresh" would prevent the segment from updating daily, which is necessary to capture new members as their membership expiry dates become relevant.

\* Option C using "Next Number of days" = 30 might incorrectly include members whose memberships expire in the next 30 days from the current date, not specifically at the end of the current month.

## NEW QUESTION # 67

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