

# 100% Pass 2026 Salesforce-Loyalty-Management: Salesforce Loyalty Management Accredited Professional Exam Updated Reliable Dumps Pdf



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For candidates who want to evaluate and enhance their Salesforce Salesforce-Loyalty-Management Test Preparation online, the web-based practice test is a perfect choice. You can attempt our 60 Salesforce web-based practice exam whenever it suits you because it is accessible from any location with an internet connection. This Salesforce Loyalty Management Accredited Professional Exam browser-based practice exam helps you overcome exam fear as it simulates the environment of the real test.

## Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• 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.</li></ul>

Topic 4	<ul style="list-style-type: none"> <li>• <b>Strategies and Design:</b> 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.</li> </ul>
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### **Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q34-Q39):**

#### **NEW QUESTION # 34**

A Loyalty Manager would like to monitor members' tier history in the dashboards from Analytics Studio App.

Which two fields need to be enabled in field history tracking in the Loyalty Member Tier object for this to be achieved?

- **A. Reason for Change**
- **B. Change Reason Type**
- C. Loyalty Tier
- D. Loyalty Tier Group

**Answer: A,B**

Explanation:

To monitor members' tier history in the dashboards from the Analytics Studio App, the two fields that need to be enabled in field history tracking on the Loyalty Member Tier object are:

Change Reason Type (B): This field captures the type of change (e.g., manual adjustment, system-generated change) that led to the tier change, providing context for the tier history.

Reason for Change (D): This field provides specific reasons for the tier change, offering detailed insights into why a member's tier was adjusted, which is valuable information for analyzing member behavior and program effectiveness.

Option A (Loyalty Tier Group) and Option C (Loyalty Tier) are important fields for understanding tier structures and member status, but they do not specifically relate to tracking changes or the reasons behind tier history, which are crucial for analytical purposes.

Salesforce documentation on Loyalty Management and Analytics would provide guidance on configuring field history tracking and leveraging Analytics Studio to create insightful dashboards that monitor and analyze members' tier history, aiding in strategic decision-making and program optimization.

#### **NEW QUESTION # 35**

Universal Containers (UC) plans to implement Salesforce Loyalty Management for a new Loyalty program; however, its operations team remains skeptical about the Loyalty solutions, such as rules, processes, and benefit types.

Which option should UC consider when planning its implementation to ensure staff is helping to boost adoption and engagement?

- A. Describe the initiative to the Chief Marketing Officer team for their approval
- B. Define a strategy led by marketing and involving the analytics team
- **C. Define a company-wide initiative, including an operations team**
- D. Define a strategy led by marketing and involving the finance team

**Answer: C**

Explanation:

To ensure staff buy-in and boost adoption and engagement with the new Loyalty Program, Universal Containers should:

D: Define a company-wide initiative that includes the operations team. Engaging all relevant departments from the outset ensures a holistic approach to the implementation and addresses concerns and skepticism by involving those who will be directly impacted by the new Loyalty solutions.

#### NEW QUESTION # 36

A new promotion named "Summer Sales" within the Loyalty Program will introduce program members to the promotional campaign and send email communication to the qualified members via Marketing Cloud.

Which the customer Data Platform (CDP) package available, which two options will need to be performed within the org to achieve the required action with minimal configuration effort in mind?

- A. Create a custom report using "Salesforce reports".
- B. Add the Segmented "Loyalty program members" to a new "Campaigns".
- C. "Add Segments" within the "Promotion Segments" section of the "Summer Sales" Promotion
- D. Create a new segment within CDP.

**Answer: C,D**

Explanation:

To introduce program members to the "Summer Sales" promotional campaign and send email communication via Marketing Cloud with minimal configuration effort, the required actions within the org would be:

\* "Add Segments" within the "Promotion Segments" section of the "Summer Sales" Promotion (A): This action allows for the direct association of specific member segments to the promotion, enabling targeted communication and engagement with minimal effort.

\* Create a new segment within CDP (D): By creating a new segment within the Customer Data Platform (CDP), you can easily define and manage the group of loyalty program members who qualify for the

"Summer Sales" promotion. This segment can then be used in conjunction with Marketing Cloud for targeted email campaigns.

Options B and C, involving adding segmented loyalty program members to new campaigns and creating custom reports, are not as directly related to the goal of minimal configuration effort for introducing members to the promotion and communicating via Marketing Cloud.

Salesforce documentation on Loyalty Management, CDP, and Marketing Cloud integration would provide insights into efficiently setting up promotions and communicating with targeted segments of loyalty program members.

#### NEW QUESTION # 37

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

**Answer: B**

#### NEW QUESTION # 38

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 promotion for the Summer Sales campaign where the Loyalty Promotion Type is Standard and the Fulfillment Action is Issue Voucher.
- B. 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.
- 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 voucher definition for the summer sales campaign where the Type is Product or Service and the expiration Type is fixed Date.

### NEW QUESTION # 39

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