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Salesforce Loyalty Management Accredited Professional Sample Questions (Q36-Q41):

NEW QUESTION # 36

The Loyalty Administrator for Northern Trail Outfitters (NTO) defines Basic and Premium as the two Tiers for its Insider program. They want to define a free product sample for all members in Premium Tier.

How does NTO configure tiers within the Loyalty Program to give vouchers for members in the Premium Tier?

- A. Voucher Management and Benefits Setup
- B. Voucher Management and Benefit Action
- C. Voucher Management; Benefits Setup (in Program console); Benefit Action to process benefits
- D. **Voucher Management; Benefits Setup (in Program console); Benefit Action to define downstream actions and FLOW - Benefit action for orchestration**

Answer: D

Explanation:

To configure tiers within the Loyalty Program at Northern Trail Outfitters (NTO) for giving vouchers to members in the Premium Tier, the configuration involves Voucher Management; Benefits Setup (in Program console); Benefit Action to define downstream actions and FLOW - Benefit action for orchestration (C). This comprehensive approach allows for the creation and management of vouchers as benefits associated with the Premium Tier, the setup of these benefits within the Loyalty Program console to specify the conditions and entitlements, and the use of Salesforce Flow for orchestrating the process of issuing vouchers to qualifying members. This method ensures that vouchers are systematically managed, associated with the correct tier and member eligibility criteria, and efficiently distributed to members through automated processes, enhancing the value and appeal of the Premium Tier. Salesforce documentation on Loyalty Management would detail the steps for setting up and managing tier-based benefits, including the use of Voucher Management and Flow for effective benefit administration and member engagement.

NEW QUESTION # 37

While designing an experiential Loyalty Program, what are the two recommended objects to be used as a best practice to track what type of activity the member has with the program?

- A. transaction Journal Type & Transaction Journal Subtype
- B. Loyalty Ledger & Transaction Journal
- C. **Journal Type & Journal Subtype**
- D. Loyalty Member Currency & Transaction Journal

Answer: C

NEW QUESTION # 38

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

Answer: C,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 # 39

Cloud Kicks has been using Loyalty Management, Sales Cloud, and Service Cloud as part of its tech stack to manage its Loyalty Program. The marketing team is interested in implementing Salesforce Marketing Cloud, so Loyalty program members can be informed and engaged with personalized emails sent using Salesforce Marketing Cloud.

Using the least development effort, how can the Loyalty Management Consultant accomplish the necessary integration between

Salesforce Marketing Cloud and Loyalty Management platforms?

- A. Create a connected app to integrate Salesforce Loyalty Management and Marketing Cloud via APIs
- B. Design Datasets with Dataflows and the Dataset Builder
- C. Install and configure Salesforce Marketing Cloud Contacts Connection
- D. **Install and configure Marketing Cloud Connect to integrate with Loyalty Management**

Answer: D

NEW QUESTION # 40

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

Answer: C,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 # 41

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