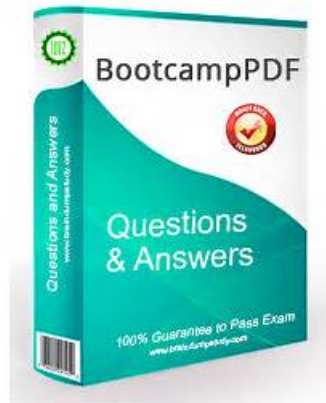


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## **Salesforce Loyalty Management Accredited Professional Sample Questions**

## (Q61-Q66):

### NEW QUESTION # 61

A hotel group has finished setting up its Loyalty program and now wants to provide its Loyalty members with live updates about their program membership. They are looking for a solution that lets members view their membership details whenever they want to, and expect that this can be implemented without a need for complex customization.

Using the available product features of Loyalty Management. Which three tasks should an Administrator implement to meet the Hotel group's requirements?

- A. Create a site using the Experience Cloud site template called the Loyalty Member Portal
- B. Associate the site with the new Hotel Group Loyalty Program
- C. Associate the site with the new Hotel Group Loyalty Program using API integration endpoints
- D. Add Loyalty lightning components to the site that show members their Loyalty program details, points balance, recent transactions, and currently assigned tiers.
- E. Connect the website to the hotel's payment gateway

**Answer: A,B,D**

Explanation:

To provide live updates to Loyalty members about their program membership, the following tasks should be implemented:

\* Associate the site with the new Hotel Group Loyalty Program: This task involves linking the hotel's loyalty program with their website, allowing for seamless access to loyalty program details for members1.

\* Create a site using the Experience Cloud site template called the Loyalty Member Portal: Salesforce provides a specialized site template within Experience Cloud specifically designed for loyalty programs. This template, known as the Loyalty Member Portal, is tailored to display loyalty program details, points balance, recent transactions, and tier information2.

\* Add Loyalty lightning components to the site: By adding Lightning components to the site, members can view their loyalty program details, points balance, recent transactions, and current tier assignments in real-time. These components are designed to provide a comprehensive overview of a member's status within the loyalty program without the need for complex customizations2.

These steps will ensure that members can view their membership details at their convenience, fostering greater engagement and satisfaction with the hotel group's Loyalty program.

### NEW QUESTION # 62

What is a business use case for integrating Marketing Cloud Personalization with Loyalty Management?

- A. To enable the purchasing of products and take payment.
- B. To create unified profile from multiple source of truth and build a golden record.
- C. To offer promotions in real-time to customers.
- D. To be able to send personalized marketing emails in batches.

**Answer: C**

Explanation:

Integrating Marketing Cloud Personalization with Loyalty Management serves the crucial business use case of offering real-time promotions to customers. This integration allows for the dynamic presentation of personalized offers and promotions to loyalty members based on their current interactions, preferences, and loyalty status. By leveraging real-time data and personalized content, businesses can enhance customer engagement, encourage repeat purchases, and foster a deeper connection with their brand, ultimately driving loyalty program success and customer satisfaction.

### NEW QUESTION # 63

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

**Answer: A**

Explanation:

To integrate Salesforce Marketing Cloud with Loyalty Management with minimal development effort, the recommended approach is:  
\* Option D: Installing and configuring Marketing Cloud Connect. This tool facilitates seamless integration between Salesforce CRM platforms, including Loyalty Management, and Salesforce Marketing Cloud, enabling the synchronization of data and the automation of personalized email campaigns to Loyalty Program members.

#### **NEW QUESTION # 64**

What are the three essential steps to establish a Loyalty promotion with Salesforce CDP and Marketing Cloud?

Select three

- **A. Enable Connector Settings on all the Loyalty Objects**
- **E. Enable Service Connector for Promotion Escalations.**
- B. Automatically Generate a New Individual Relationship
- **C. Transmit Loyalty Promotion Segments to Marketing Cloud**
- **D. Activate and Publish the Segment**

**Answer: A,C,D**

Explanation:

To establish a Loyalty promotion with Salesforce CDP (Customer Data Platform) and Marketing Cloud, the three essential steps are:

\* Transmit Loyalty Promotion Segments to Marketing Cloud (A): This step involves sharing segmented data from Salesforce CDP to Marketing Cloud, enabling targeted marketing campaigns based on loyalty promotion criteria.

\* Activate and Publish the Segment (C): Once the segments are defined and populated with the relevant Loyalty Program Members, the segment needs to be activated and published to be used in campaigns and promotions within Marketing Cloud.

\* Enable Connector Settings on all the Loyalty Objects (D): This involves configuring the integration between Salesforce CDP, Loyalty Management, and Marketing Cloud by enabling the necessary connector settings, ensuring seamless data flow and communication between these platforms for the promotion.

Option B (Automatically Generate a New Individual Relationship) and E (Enable Service Connector for Promotion Escalations) are not directly related to the essential steps for establishing a loyalty promotion with Salesforce CDP and Marketing Cloud.

#### **NEW QUESTION # 65**

Due to the point of Sales (POS) system limitations, the client purchases are sent every night to Loyalty Management as transactions. What are two benefits a program gets by using Batch Management in this context?

- **A. Tracks the status and health of batch jobs**
- **B. Process large volumes of transactions**
- C. Process zip files full of Loyalty Transactions coming from point-of-sales systems
- D. Load large volumes of external data coming from external systems

**Answer: A,B**

Explanation:

The benefits of using Batch Management in Salesforce Loyalty Management, especially in the context of processing nightly batches of transactions from a Point of Sales (POS) system, include:

\* Tracks the status and health of batch jobs (A): This allows program administrators to monitor the progress and success of batch processes, ensuring that transactions are being processed efficiently and any issues are quickly identified and addressed.

\* Process large volumes of transactions (B): Batch Management is designed to handle high volumes of data, making it well-suited for processing the large number of transactions typically generated by a POS system daily.

Options C and D, while related to the benefits of batch processing, are more specific to the technical aspects of handling external data and file formats, which are not directly mentioned in the question. Batch Management's core benefits in this scenario are its ability to efficiently process and monitor large transaction volumes, ensuring the timely and accurate update of loyalty points and member statuses.

Salesforce documentation on Batch Management within Loyalty Management would offer insights into setting up and optimizing batch jobs for transaction processing, ensuring that loyalty programs can effectively manage member data and transactions even with high volumes and complex processing requirements.

## NEW QUESTION # 66

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