

Accurate Salesforce-Loyalty-Management Study Materials Review Supply you Complete Latest Dumps Free for Salesforce-Loyalty-Management: Salesforce Loyalty Management Accredited Professional Exam to Prepare casually



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The certification is necessary to get a job in your desired Salesforce company. Success in the test gives you an edge over the others because you will have certified skills that will make a good impression on the interviewer. Most people preparing for the Salesforce-Loyalty-Management Exam are confused about preparation. How will they get real and updated Salesforce Loyalty Management Accredited Professional Exam (Salesforce-Loyalty-Management) exam questions?

Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> 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.
Topic 2	<ul style="list-style-type: none"> Strategies and Design: 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.
Topic 3	<ul style="list-style-type: none"> 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.
Topic 4	<ul style="list-style-type: none"> 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.

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Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q77-Q82):

NEW QUESTION # 77

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

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

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 # 78

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

Answer: B,C,E

Explanation:

For Northern TrailOutfitters ' 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.

Reference: Salesforce Loyalty Management documentation outlines how to set up currencies, tiers, and promotions to structure a comprehensiveLoyalty Program tailored to specific business goals.

NEW QUESTION # 79

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

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

Answer: A,B,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 # 80

Universal Containers implemented a Loyalty Program six months ago. The Loyalty Program Manager noticed a recent decrease in program efficiency. Now the Manager wants to incorporate a targeted strategy.

Which two benefits should the Administrator expect as a result of running the strategy?

- **A. Personalized digital marketing**
- **B. Data-based segmentation strategy**
- C. Customers are rewarded based on their tiers
- D. Transaction journey data is automatically archived

Answer: A,B

Explanation:

Incorporating a targeted strategy in a Loyalty Program can lead to the following benefits:

Personalized digital marketing (A): A targeted strategy allows for more personalized communication and offers, tailored to the specific behaviors, preferences, and tiers of loyalty program members, enhancing member engagement and program effectiveness.

Data-based segmentation strategy (D): By leveraging data to segment the loyalty program members, the program can deliver more relevant and appealing offers and communications, increasing member satisfaction and program participation.

Automatically archiving transaction journey data (option B) is more of a data management practice and not directly a benefit of running a targeted strategy. Rewarding customers based on their tiers (option C) is a common practice in loyalty programs but does not specifically result from implementing a targeted strategy.

Salesforce documentation on Loyalty Management would detail the advantages of implementing targeted strategies within loyalty programs, including how to leverage Salesforce tools for personalized marketing and data-driven segmentation.

NEW QUESTION # 81

In order to view the information pertaining to a member's recent transactions and manual adjustments on the Contact record, what are the two suggestions that an IT Administrator should propose to the Member Services team? Select two

- A. Incorporate the 'View Member Profile' component on the Contact record
- B. Incorporate the Member Service Manager Home Dashboard on the Contact record
- **C. Incorporate the 'Transaction Journals' related list on the Contact record**
- **D. Incorporate the 'Member Summary Embedded Dashboard' on the Contact record**

Answer: C,D

Explanation:

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