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Salesforce Loyalty Management Accredited Professional Sample Questions (Q86-Q91):

NEW QUESTION # 86

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

Answer: D

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 # 87

An airline's Loyalty program offers several ways to accrue points, including:

* Enrollment Bonus
* Member Referral
* Flight Purchase
* Additional information on the member profile.

The Salesforce Administrator must classify the different accrual transaction journals.

What should the administrator configure to meet these requirements?

- A. **Create a Journal Type for each case.**
- B. Create a custom field on Loyalty Ledger object
- C. Create a Journal Subtype for each case.
- D. Create a custom field on transaction journal object

Answer: A

Explanation:

To classify the different accrual transaction journals based on the various ways members can accrue points, the Salesforce Administrator should create a Journal Type for each case (e.g., Enrollment Bonus, Member Referral, Flight Purchase, Additional Profile Information). Journal Types in Salesforce Loyalty Management are used to categorize transaction journals according to the nature of the transaction, allowing for organized tracking and reporting of different types of point accrual activities. This configuration facilitates clear differentiation and management of the diverse ways in which members can earn points within the Loyalty Program

NEW QUESTION # 88

What two fields are attributed to a Loyalty Program entity in the Salesforce Customer Data Platform?

- A. **Last Modified Date**
- B. **Created Date**
- C. Current Member Count
- D. Reporting Enabled (Boolean)

Answer: A,B

Explanation:

Within the Salesforce Customer Data Platform (CDP), the Loyalty Program entity is attributed with various fields that help in managing and analyzing the loyalty program's performance. Two essential fields attributed to this entity are Created Date and Last Modified Date.

The Created Date field records the timestamp when the Loyalty Program entity was initially created in the system, providing a reference point for the program's inception. The Last Modified Date field, on the other hand, keeps track of the most recent update

made to the Loyalty Program entity, offering insights into the program's maintenance and evolution over time. These fields are crucial for administrative and analytical purposes, allowing businesses to monitor the lifecycle of their loyalty programs and make data-driven decisions based on the program's history and modifications.

NEW QUESTION # 89

A Consultant will need to create a new voucher definition for a new voucher, wherever the new voucher has the requirements. A total of two vouchers will be issued to the member.

The first voucher has a face value of \$100, and the second voucher has a face value of \$200.

Both vouchers must be used within three months after the first voucher's disbursement date.

The first voucher will be issued to the members over a period of a month.

Which voucher definition settings will fulfill the new voucher's requirements?

- A. Type: Fixed valued, Expiration Type: Period, Expiration Period: 3, expiration Period Unit Month, Face Value: \$300, Partial Redeemable: Unchecked
- B. Type: Fixed valued, Expiration Type: Period, Expiration Period: 90, expiration Period Unit Month, Face Value: \$300, Partial Redeemable: Checked
- C. Type: Fixed valued, Expiration Type: Period, Expiration Period: 3, expiration Period Unit Month, Face Value: \$300, Partial Redeemable: Checked
- D. Type: Fixed valued, Expiration Type: Period, Expiration Period: 3, expiration Period Unit Month, Face Value: \$300, Partial Redeemable: UnChecked

Answer: C

Explanation:

To fulfill the new voucher's requirements, the voucher definition settings should be: Type: Fixed Value, Expiration Type: Period, Expiration Period: 3, Expiration Period Unit: Month, Face Value: \$300, Partial Redeemable: Checked. This configuration ensures that two vouchers with the specified face values can be issued within the defined period and used within three months after the first voucher's disbursement date. The

'Partial Redeemable' option allows the vouchers to be used partially, providing flexibility in how they are redeemed by the members.

NEW QUESTION # 90

What are the three required steps in settings up Loyalty promotion with Salesforce CDP and Marketing Cloud?

- A. Activating and Publishing the Segment
- B. Enable Service Connector for Promotion Escalations.
- C. Enable Connector Settings on all the Loyalty Objects
- D. Send Loyalty Promotion Segments to marketing Cloud
- E. Automatically Add a New Individual Relationship

Answer: A,B,D

Explanation:

Setting up a loyalty promotion with Salesforce CDP (Customer Data Platform) and Marketing Cloud involves several critical steps to ensure seamless integration and functionality. The first step, 'Send Loyalty Promotion Segments to Marketing Cloud,' involves identifying and segmenting your loyalty members in Salesforce CDP and then transferring these segments to Marketing Cloud for targeted marketing efforts. 'Activating and Publishing the Segment' is crucial as it makes the segment available for use within Marketing Cloud, allowing for personalized engagement with the segmented audience. Lastly, 'Enable Service Connector for Promotion Escalations' is essential for ensuring that any promotional activities or escalations are properly managed and communicated between Salesforce CDP, Loyalty Management, and Marketing Cloud, providing a cohesive experience across platforms.

NEW QUESTION # 91

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