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Question 1

Question Type: MultipleChoice

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?

Options:

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

Answer:

A, D

Question 2

Question Type: MultipleChoice

The Loyalty Analytics Base App license provides technical Consultants access to Loyalty analytics data with what limitations?

Options:

- A- Rows do not have an analysis limit, only licenses do
- B- Administrators can analyze up to 25 million rows
- C- Administrators can analyze up to 1 million rows
- D- Administrators can analyze up to 10 million rows

Answer:

D

Question 3

Question Type: MultipleChoice

A company has recently rolled out a Loyalty Program in the production environment in the Monitor Workflow Services from Setup, the System Administrator noticed that all the Loyalty automations that have Data Processing Engine actions are failing, but the rest of the loyalty automations are working correctly.

What is the root cause of this?

Options:

- A-** The Default Workflow User is missing the Data Pipelines Base User permission set license
- B-** The Default Workflow User is missing the CLAAalytics Base User permission set license
- C-** The Default Workflow User is missing the Loyalty Management permission set license
- D-** The Default Workflow User is missing the CLAAalytics Base User permission set license

Answer:

D

Question 4

Question Type: MultipleChoice

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?

Options:

- A-** 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.
- B-** 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.
- C-** 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.
- D-** 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.

Answer:

A

Question 5

Question Type: MultipleChoice

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?

Options:

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

Answer:

A, B

Question 6

Question Type: MultipleChoice

An Administrator must configure a tier point reset for a Loyalty Program to occur once every two years.

Which two settings does the Administrator need to consider in this scenario?

Options:

- A- The Loyalty tier group field is populated.
- B- The qualifying point reset date, period, and frequency are set on the tier group.
- C- The Currency type field must correspond to qualifying.
- D- The currency type field must correspond to non-qualifying.

Answer:

B, C

Explanation:

The two settings that the Administrator needs to consider in this scenario are:

B) The qualifying point reset date, period, and frequency are set on the tier group. This setting determines when and how often the qualifying points are reset for all members in the tier group. For example, if the qualifying period is set to two years and the frequency is set to yearly, then the points are reset every year after two years of enrollment¹.

C) The Currency type field must correspond to qualifying. This setting ensures that the tier group uses the same currency type as the loyalty program for tier assessment. For example, if the loyalty program uses qualifying points for tier assessment, then the tier group must also use qualifying points as the currency type².

Question 7

Question Type: MultipleChoice

A company has new accrual and redemption partner that they wish to add to its Loyalty program as part of a strategic business partnership.

Once the Administrator selects the loyalty program, which steps should the Administrator take to add new partner to the program?

Options:

- A-** Enter the program partner name > Associate to an account> Set program partner type to 'Both' (Accrual and Redemption)
- B-** Enter the partner contact name > Associate to a partner Contact Name > Set program type to 'Both' (Accrual and Redemption)
- C-** Enter the program partner name > Associate to a Partner Contact Name > Set program partner type to 'Both' (Accrual and Redemption)
- D-** Chose relevant account name to Associate to the program > Set program partner type to 'Both' (Accrual and Redemption)

Answer:

A

Question 8

Question Type: MultipleChoice

What three types of vouchers can be configured in Loyalty Management?

Options:

- A- Promo Code
- B- Discount Percentage
- C- Fixed Value
- D- Gift Card
- E- Product or Service

Answer:

B, C, E

Question 9

Question Type: MultipleChoice

Loyalty Management enables the onboarding and managing of cross-industry program partners to increase member engagement with the Loyalty program. The consultant needs to add a program partner.

Which fields are required to set up a partner?

Options:

- A-** Name, Partnership Start Data, Industry, Status, Billing Type
- B-** Name, Program, Program Partnership Category, Type, Billing Type
- C-** Name, Partnership Start Data, Billing Type, Status, Type
- D-** Name, Partnership Start Data, Industry, Status, Type

Answer:

D

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