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Question 1

Question Type: MultipleChoice

The Loyalty Program Manager at Northern Trail Outfitters (NTO) has defined a new Promotion in Salesforce Loyalty Management. NTO would like to communicate this new Promotion with its eligible members.

Which two integrated Salesforce applications can facilitate this com

Options:

- A- Salesforce Cloud Intelligence
- B- Salesforce Field Service Lightning
- C- Salesforce Customer Data Platform
- D- Salesforce Marketing Cloud

Answer:

C, D

Explanation:

To communicate a new Promotion to eligible Loyalty Program members, Northern Trail Outfitters can utilize integrated Salesforce applications such as:

Option C: Salesforce Customer Data Platform (CDP), which allows for the aggregation and management of customer data, enabling targeted communication based on member attributes and behaviors.

Option D: Salesforce Marketing Cloud, which offers robust email marketing and customer engagement tools. By integrating Loyalty Management data with Marketing Cloud, NTO can create personalized and targeted email campaigns to inform members about new promotions.

Question 2

Question Type: MultipleChoice

Which set of features should a Consultant check before setting up expanded partner management?

Options:

A- Growth license, PostPaid Billing Type, Partner Ledgers, Partner Conversion Factor for Currencies

B- Growth license, Prepaid Billing Type, Partner Transactions, Partner Conversion Factor O for Currencies

C- Advanced license, PostPaid Billing Type, Partner Ledgers, Partner Conversion Factor for Currencies

D- Advanced license, Partner Ledgers, Partner Transactions, Billing Type

Answer:

C

Explanation:

Before setting up expanded partner management in Salesforce Loyalty Management, a Consultant should verify the following features are available:

Option C: An 'Advanced' license, which typically provides a broader set of functionalities and capabilities within Salesforce applications, including Loyalty Management.

'PostPaid Billing Type,' indicating the billing arrangement with partners, which is relevant for managing financial transactions within the Loyalty Program.

'Partner Ledgers,' which are necessary for tracking financial transactions and point exchanges with partners.

'Partner Conversion Factor for Currencies,' enabling the management of loyalty points and currency conversion across different geographies and partner locations.

These features collectively support the expanded management of partner relationships within the Loyalty Program, including financial transactions, point conversions, and international operations.

Question 3

Question Type: MultipleChoice

Universal Containers (UC) has a Loyalty Program with a Loyalty Member Portal implemented using the Loyalty Experience Cloud template. UC is planning to launch a new Loyalty Program and wants to retain the same design and functionalities of the existing Loyalty Member Portal.

Which two steps should UC consider during the implementation of the new Loyalty Program?

Options:

- A-** Assign the existing Loyalty Member Portal to the new Loyalty Program too.
- B-** Use existing Experience Cloud components to handle the same design and functionalities.
- C-** Create new Experience Cloud Components for the new Loyalty Member Portal.
- D-** Create a new Loyalty Member Portal and assign it to the new Loyalty Program.

Answer:

B, D

Explanation:

When implementing a new Loyalty Program while retaining the design and functionalities of an existing Loyalty Member Portal built with the Loyalty Experience Cloud template, Universal Containers should consider:

Option B: Utilizing existing Experience Cloud components to ensure consistency in design and functionality. This approach leverages the reusable nature of Experience Cloud components, allowing for efficient replication of the portal's look and feel without the need for extensive redevelopment.

Option D: Creating a new Loyalty Member Portal specifically for the new Loyalty Program. This ensures that the new program has a dedicated portal tailored to its unique requirements while maintaining the desired design and functionalities. This approach allows for customization and scalability, accommodating any program-specific features or requirements.

Question 4

Question Type: MultipleChoice

A sports clothing and accessories retailer has a strategic partnership with other businesses that provide sports equipment and outdoor sports experiences. This retailer wants its Loyalty program members to be able to redeem their points when shopping with its redemption partners.

When creating a Loyalty Program partner record, how should an Administrator set up the partners in the Loyalty management application?

Options:

- A-** Set the program partner type to redemption > Activate > Define the accrual cost per unit.
- B-** Set the program partner type to redemption > Activate > Define the redemption cost per unit
- C-** Set the program partner type to both > Activate > Define the accrual cost per unit.
- D-** Set the program partner type to accrual > Activate > Define the redemption cost per unit

Answer:

B

Explanation:

For a retailer looking to allow Loyalty program members to redeem points with redemption partners, the correct setup in Salesforce Loyalty Management involves configuring the partner record as a redemption partner. This includes:

Setting the program partner type to 'redemption' to indicate that the partner is involved in the points redemption process.

Activating the partner record to make it available for transactions within the Loyalty Management application.

Defining the redemption cost per unit, which specifies how many points are required for members to redeem specific rewards or benefits from the partner.

This setup ensures that Loyalty program members can redeem their points when shopping with strategic partners, aligning with the retailer's goal of enhancing the value and utility of their Loyalty program.

Question 5

Question Type: MultipleChoice

Universal Containers (UC) has defined a points-based Loyalty Program, and the Loyalty members must receive an email with the point balance every time it is updated.

What should the Salesforce Administrator set up to enable a real-time currency model?

Options:

- A- Create a Flow to update the Points Balance field
- B- Enable Real-Time Update of Qualifying Points Balance
- C- Enable Real-Time Update of Non-Qualifying Points Balance
- D- Non-Qualifying Points updates happen in real-time by default

Answer:

B

Explanation:

To enable real-time updates of point balances in a points-based Loyalty Program, the Salesforce Administrator should:

Option B 'Enable Real-Time Update of Qualifying Points Balance.' This feature ensures that any changes to a member's qualifying points balance are immediately reflected, allowing for real-time communication of point updates.

Question 6

Question Type: MultipleChoice

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

Options:

A- This functionality does not exist in Salesforce Loyalty Management.

B- Create a campaign for a promotion. Create member segments in a third-party tool.

Associate the members to campaigns via Campaign Members.

C- Create a segment in the Salesforce Customer Data Platform and associate the segment to the promotion

D- Link a promotion to a campaign and associate a segment to the campaign

Answer:

C, D

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.

Question 7

Question Type: MultipleChoice

A Consultant needs to set up a new tier-point reset process for a new Loyalty Program, where the data-processing engine (DE) configuration is required.

How should the Consultant set up the data-processing engine with the least configuration effort?

Options:

- A- Create a copy of the reset qualifying points DPE template.
- B- Create a copy of the expire fixed non-qualifying points DPE template.
- C- Create a new data-processing engine from scratch / by first principle.
- D- Create a copy of the expire activity based non-qualifying points DPE template.

Answer:

A

Explanation:

To set up a new tier-point reset process for a Loyalty Program with the least configuration effort, the consultant should:

Option A 'Create a copy of the reset qualifying points DPE template.' This approach leverages existing DPE templates designed for similar purposes, minimizing the need for extensive custom configuration.

Question 8

Question Type: MultipleChoice

Using extensive Data Processing Engine jobs to modify Salesforce data at scale, which two limits should be monitored?

Options:

- A- Record Storage Limits
- B- Batch Limit in Bulk Api
- C- Data Pipeline Limits
- D- Apex Governor Limits

Answer:

A, C

Explanation:

When using extensive Data Processing Engine (DPE) jobs to modify Salesforce data at scale, the two limits that should be monitored are:

Option A 'Record Storage Limits,' as extensive data processing and modification can significantly impact the volume of data stored in Salesforce, potentially reaching storage capacity limits.

Option C 'Data Pipeline Limits,' since DPE jobs involve data processing tasks that may be constrained by the limits of Salesforce's data processing capabilities and resources.

Question 9

Question Type: MultipleChoice

How should a Loyalty Management consultant integrate Marketing Cloud with Loyalty Management in order to create journeys for promotions?

Options:

A- Use Marketing Cloud Server-Side JavaScript

B- Use Custom Apex code via a middleware ETL tool

C- Use Salesforce Customer Data Platform

D- Use Marketing Cloud Connect

Answer:

D

Explanation:

To integrate Marketing Cloud with Loyalty Management for creating journeys for promotions, the most effective method is:

Option D 'Use Marketing Cloud Connect.' Marketing Cloud Connect integrates Salesforce CRM data with Marketing Cloud, allowing for the creation of targeted, personalized journeys based on Salesforce data, including Loyalty Management data.

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