



**Free Questions for [Salesforce-Loyalty-Management](#) by
[certsinside](#)**

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Question 1

Question Type: MultipleChoice

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

Options:

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

Answer:

B, C, E

Question 2

Question Type: MultipleChoice

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

Options:

- A-** Incorporate the 'Member Summary Embedded Dashboard' 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 'View Member Profile' component on the Contact record

Answer:

A, D

Question 3

Question Type: MultipleChoice

A company has recently rolled out a Loyalty Program with three tiers. The company decided to offer personalized benefits based on customer behavior.

How will the personalized benefits be display for each Loyalty Program member?

Options:

- A-** On the Loyalty Member Tier Benefit Related List, linked to Loyalty Program Member
- B-** On the Member Benefit Related List, linked to Loyalty Program Member
- C-** On the Transaction Journal Related List, Linked to Loyalty Program Member
- D-** On the Voucher Related List, linked to Loyalty Program member

Answer:

A

Question 4

Question Type: MultipleChoice

Cloud Kicks has tasked its Loyalty Manager consultant with setting up its new Loyalty Management program. The business requirement is to provide its customer base, who are heavy mobile users with access to member program information.

Using existing capabilities available in Loyalty Management, what should the consultant do to fulfill this business requirement?

Options:

- A- Enable Experience Cloud and customize the Loyalty Member Portal
- B- Create and implement a feature-rich Loyalty Member Mobile App
- C- Install the Salesforce Loyalty Member Mobile App
- D- Configure either Service Cloud or Sales Cloud to establish the customer mobile experience

Answer:

A

Question 5

Question Type: MultipleChoice

Northern Trail, outfitters (NTO) needs to process tier assessment rules on its member's anniversary date NTO wants to set up a Data Process Engine that transforms the data that is available in Salesforce and writes back the transformation results as new or updated records.

Which Kind of permission Set is required to enable the Data Processing Engine definitions?

Options:

- A- CLAAalytics Base Admin
- B- Data Pipelines Base User
- C- Rule Engine Designer
- D- Loyalty Analytics admin

Answer:

B

Question 6

Question Type: MultipleChoice

Northern Trail Outfitters would like to encourage sustained engagement with its brand over time, the company has created a Promotion that issues a bonus reward to members who make three purchases in a single month.

What type of Loyalty Promotion should the Administrator use?

Options:

- A- Standard Promotion
- B- Cumulative Promotion
- C- Joint Promotion
- D- Aggregate Promotion

Answer:

B

Question 7

Question Type: MultipleChoice

While designing an experiential Loyalty Program, what are the two recommended objects to be used as a best practice to track what type of activity the member has with the program?

Options:

- A- Loyalty Ledger & Transaction Journal
- B- Loyalty Member Currency & Transaction Journal

C- transaction Journal Type & Transaction Journal Subtype

D- Journal Type & Journal Subtype

Answer:

D

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