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QUESTION 1

Universal container launched a Loyalty Program. The salesforce Administrator to..... to create a private portal for the Loyalty Program.

What is the last step the Salesforce Administrator must complete?

A. Associate the Loyalty Program with the site

B. Activate the Experience Cloud site

C. Add the relevant Experience Cloud components to the pages

D. Create the Experience Cloud site

Correct Answer: B

The last step the Salesforce Administrator must complete to create a private portal for the Loyalty Program using Experience Cloud is to activate the Experience Cloud site. Activation is the final step that makes the site accessible to users. Once the site is activated, members can access the portal, where they can engage with the Loyalty Program, view their points and tiers, and take advantage of program benefits. Activation is crucial as it transitions the site from a development or staging phase to a live environment.

QUESTION 2

What is a business use case for integrating Marketing Cloud Personalization with Loyalty Management?

A. To enable the purchasing of products and take payment.

B. To create unified profile from multiple source of truth and build a golden record.

C. To be able to send personalized marketing emails in batches.

D. To offer promotions in real-time to customers.

Correct Answer: D

Integrating Marketing Cloud Personalization with Loyalty Management serves the crucial business use case of offering real-time promotions to customers. This integration allows for the dynamic presentation of personalized offers and promotions to loyalty members based on their current interactions, preferences, and loyalty status. By leveraging real-time data and personalized content, businesses can enhance customer engagement, encourage repeat purchases, and foster a deeper connection with their brand, ultimately driving loyalty program success and customer satisfaction.

QUESTION 3

In which two scenarios should an Administrator use member engagement attributes?

A. Member is eligible for `Bonus days" if the member constantly speeds more than $500 each month for a year.

B. Member attends three trainings between March 1st and April 30th to get 200 bonus points.

C. Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only.

D. Member enrolls in "welcome aboard" promotion for free surprise gift every quarter.

Correct Answer: AB

In Salesforce Loyalty Management, member engagement attributes are used to track and reward customer behaviors that are not directly tied to transactions. In the scenarios provided:

Member is eligible for `Bonus days" if the member constantly spends more than $500 each month for a year (A):This scenario is ideal for using member engagement attributes to track consistent high spending over a year. The attributes can

be used to monitor monthly spending and, once the criteria are met, trigger the bonus days reward.

Member attends three trainings between March 1st and April 30th to get 200 bonus points (B):This is another perfect use case for member engagement attributes. The attributes can be set to track participation in specific events (like training

sessions) and award points when the member meets the attendance requirement.

Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only (C):This scenario is more about transactional behavior combined with tier status, which might not necessarily require the use of engagement

attributes. Instead, this could be managed through regular transactional rules and tier benefits.

Member enrolls in "welcome aboard" promotion for free surprise gift every quarter (D):While engagement attributes could potentially track enrollment in promotions, this scenario seems more straightforward and could be managed through the

promotion and voucher functionalities in Salesforce Loyalty Management without the need for engagement attributes.

Engagement attributes are particularly useful for tracking non-purchase behaviors and engagements, providing a flexible tool to reward members for a wide range of activities, enhancing their loyalty and engagement with the program. The

Salesforce Loyalty Management documentation provides extensive guidance on configuring and using member engagement attributes effectively.

QUESTION 4

Universal Containers (UC) plans to implement Loyalty Management and change its current strategy of giving benefits to all members equally. UC wants to use its Loyalty program to build a network of brand advocates-people who are willing to endorse the UC brand because of positive experiences.

Which three ways can Loyalty Management help to fulfill the new strategy?

A. Send promotions at the right time to the right program members using Salesforce CDP\\'s market segmentation capabilities

B. Define a transactional point-based program, in which one point is earn for every dollar spent

C. Create a Loyalty program tier with member benefits to keep customers engaged.

D. Issue tickets to a concert to any Loyalty member that posts a product review on social media

E. Maintain a Loyalty solution on separate systems (Loyalty Management for accruals and an External Analytics system) to ensure data integrity

Correct Answer: ACD

Salesforce Loyalty Management can help Universal Containers build a network of brand advocates and fulfill their new strategy in the following ways:

Send promotions at the right time to the right program members using Salesforce CDP\\'s market segmentation capabilities (A):Leveraging CDP for segmentation allows for targeted communication and promotional offers,engaging members

with personalized experiences that can foster brand advocacy. Create a Loyalty program tier with member benefits to keep customers engaged (C):Implementing tiered loyalty programs with exclusive benefits can incentivize members to

engage more deeply with the brand, earning rewards that make them more likely to advocate for the brand.

Issue tickets to a concert to any Loyalty member that posts a product review on social media (D):This approach directly engages members in brand advocacy by rewarding them for sharing their positive experiences on social media,

effectively turning satisfied customers into vocal supporters. Option B (Define a transactional point-based program) is a common loyalty program feature but does not directly contribute to building a network of brand advocates. Option E

(Maintain a Loyalty solution on separate systems) does not specifically address the strategy of fostering brand advocacy through personalized experiences and engagement.

QUESTION 5

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. Transaction journey data is automatically archived

C. Customers are rewarded based on their tiers

D. Data-based segmentation strategy

Correct Answer: AD

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.

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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.

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