



# SALESFORCE-LOYALTY- MANAGEMENT<sup>Q&As</sup>

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### QUESTION 1

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. Install and configure Salesforce Marketing Cloud Contacts Connection
- B. Design Datasets with Dataflows and the Dataset Builder
- 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

Correct Answer: D

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.

Reference: Salesforce Marketing Cloud Connect documentation outlines the installation and configuration process, emphasizing its role in bridging Salesforce CRM data with Marketing Cloud for enhanced customer engagement and communication.

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### QUESTION 2

When setting up a Loyalty Program what is one of the ways a company can measure member engagement with the Loyalty Program?

- A. Analytics Studio
- B. Qualifying Currency
- C. Transaction Journals
- D. Benefits types

Correct Answer: A

One of the ways a company can measure member engagement with the Loyalty Program is through Analytics Studio. Analytics Studio is a powerful tool within Salesforce that allows organizations to create custom dashboards and reports based on their data. By leveraging Analytics Studio, a company can analyze various aspects of the Loyalty Program, such as member activity, redemption rates, point accumulation, and more. This insight can help identify trends, areas for improvement, and opportunities to enhance member engagement and loyalty.



### QUESTION 3

A company has an existing Loyalty Program. The Salesforce Administrator has been asked to automate the current redemption process for non-qualifying points based on the products, regions, available dates and tiers. What task does the Administrator need to complete first to implement a decision table for the redemption process?

- A. Create a decision table with input and output values
- B. Create a flow to confirm members have points to redeem
- C. Set the "Is Redeemable" flag on the Loyalty Program Currency
- D. Create an object with fields for storing redemption details

Correct Answer: A

To automate the current redemption process for non-qualifying points based on various criteria like products, regions, available dates, and tiers, the Administrator needs to first create a decision table with input and output values (A). A decision table in Salesforce Loyalty Management allows for the specification of complex redemption rules and conditions in a structured format, making it the foundational step in automating the redemption process. This table will define how non-qualifying points can be redeemed under different scenarios, serving as the basis for the automated redemption logic.

### QUESTION 4

A loyalty Program has two existing partners, a snacks manufacturer and a beverages importer. There are two new products that need to be directly associated with the respective partner products within the loyalty partner product section.

The below products have been added to the system and are available under the product objects.

Chocolate cookies, linked with product category snacks

Green soda from beverage importer

Which two steps should an Administrator take to fulfill task with the least effort?

- A. Add the partner in the lookup on the snack product
- B. Choose "\\Category\\" option and map the Chocolate cookies to the partner.
- C. Add the partner in the Lookup on the Chocolate cookie product.
- D. Choose "\\Product" option and map the green soda to the partner

Correct Answer: CD

To associate the new products with their respective partners within the loyalty partner product section, the Administrator should take two steps. For the Chocolate cookies linked with the snack category, the Administrator should add the partner in the Lookup on the Chocolate cookie product. This directly associates the product with the specific partner responsible for the snack category. Similarly, for the Green soda from the beverage importer, the Administrator should choose the `Product` option and map the Green soda to the partner. This step ensures that the beverage product is correctly associated with the beverage importer, maintaining accurate and organized tracking of partner products within



the Loyalty Program. These configurations facilitate seamless management and representation of partner products within the program, enhancing the clarity and efficiency of partner product associations.

#### QUESTION 5

Cloud kicks wants to identify specific tier members to be used for a journey within Marketing Cloud. The company wants to encourage Loyalty Tier B customers to become Loyalty Tier A customers.

What objects must be synchronized into Marketing Cloud to achieve the segmentation for this audience.

- A. Contact, Account, and Opportunity
- B. Contact, Member Rewards Tier, and Loyalty Member Tier and Campaign
- C. Voucher Definition, products, and Loyalty Member Tier
- D. Contact Loyalty Program Member, and Loyalty Member Tier

Correct Answer: D

To segment and identify specific tier members for a journey within Marketing Cloud, it's essential to synchronize the right objects from Salesforce to Marketing Cloud. Synchronizing the 'Contact' object ensures that the basic member information is available. The 'Loyalty Program Member' object provides detailed information about the member's involvement in the loyalty program, and the 'Loyalty Member Tier' object offers insights into the member's current tier status. This setup allows for precise targeting and personalization of marketing efforts aimed at encouraging Loyalty Tier B customers to ascend to Loyalty Tier A, thereby enhancing member engagement and program value.

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