



ITTEST

QUESTION & ANSWER

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Exam : **Salesforce Loyalty
Management**

Title : **Salesforce Loyalty
Management Accredited
Professional Exam**

Version : **DEMO**

1.The Member Services team wants to view the information of a member's recent transactions and manual adjustments on the Contact record.

What are the two recommendations that an IT Administrator should suggest?

- A. Embed the 'Member Summary Embedded Dashboard on the Contact record
- B. Embed the Member Service Manager Home Dashboard on the Contact record
- C. Add the 'Transaction Journals' related list to the Contact record
- D. Add the 'View Member Profile' component on the Contact record

Answer: A, D

2.What are the three required steps in settings up Loyalty promotion with Salesforce CDP and Marketing Cloud?

- A. Send Loyalty Promotion Segments to marketing Cloud
- B. Automatically Add a New Individual Relationship
- C. Activating and Publishing the Segment
- D. Enable Connector Settings on all the Loyalty Objects
- D. Enable Service Connector for Promotion Escalations.

Answer: B, C, D

3.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

Answer: D

4.Which two features below are supported in the reference integration between Loyalty and Commerce Cloud?

- A. Loyalty membership merge
- B. Loyalty member profile
- C. Loyalty member enrollment
- D. Resetting tier points

Answer: B, C

5.Universal Container sells sports shoes through on eCommerce system. The Loyalty Program Members earn points in real-time with every purchase made.

How can this be built into Salesforce?

- A. Download an app from the AppExchange to connect Salesforce and the external system.
- B. Create customer web service with Order Object
- C. Create an schedule process to call the external system.
- D. Create with the external system to create Transaction Journals.

Answer: D