# Salesforce

## SALESFORCE-LOYALTY-MANAGEMENT Exam

## Salesforce Loyalty Management Accredited Professional Exam

### Questions & Answers
### Demo

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# Version: 4.0

## Question: 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**

## Question: 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**

## Question: 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**

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## Question: 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**

## Question: 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**

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