



Free Salesforce Loyalty Management Accredited Professional (AP-212) Practice Questions

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Question 1

Question Type: MultipleChoice

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

Options:

- 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.

Answer:

D

Explanation:

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 2

Question Type: MultipleChoice

A Consultant was tasked with setting up the connection between Salesforce Loyalty Management and Marketing Cloud. The Consultant created a new user account in Marketing Cloud

Which two items on the Marketing Cloud user account should the Consultant configure to enable the user account to successfully connect with Salesforce Loyalty Management?

Options:

- A- User account must exist within the Loyalty Management org
- B- Grant access to the correct business unit
- C- Assign the permission set to the user account
- D- API access

Answer:

B, D

Explanation:

When configuring a new user account in Marketing Cloud for integration with Salesforce Loyalty Management, the Consultant must ensure to Grant access to the correct business unit (B) and Enable API access (D). Access to the correct business unit is necessary to ensure that the user has access to the relevant data and functionalities within Marketing Cloud. API access is essential for the technical integration, allowing for communication between Salesforce Loyalty Management and Marketing Cloud.

Question 3

Question Type: MultipleChoice

A Loyalty member has achieved enough points for Gold tier status; however, the member reports some benefits are missing.

What should the Administrator do to troubleshoot and correct the error?

Options:

- A- Confirm the member is assign to the correct tier and that tier has benefits
- B- Adjust points on the member record to trigger member benefits actions
- C- Confirm the program and member are in an active status
- D- Issue a promotion to the member of the mission benefits

Answer:

A

Explanation:

To troubleshoot and correct the issue of a Loyalty member missing benefits despite achieving Gold tier status, the Administrator should first confirm that the member is assigned to the correct tier and that the tier includes the expected benefits. This involves checking the member's tier assignment within the Loyalty Program to ensure it reflects their Gold status and reviewing the associated tier benefits to confirm they are correctly configured and active. This step is crucial in identifying any discrepancies or issues in tier assignment or benefit configuration that may be causing the member to miss out on their entitled benefits.

Question 4

Question Type: MultipleChoice

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?

Options:

- 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, C

Explanation:

To provide the Member Services team with the information they need directly on the Contact record, the IT Administrator can take two main actions. Firstly, embedding the 'Member Summary Embedded Dashboard' on the Contact record allows the team to have a visual and comprehensive overview of a member's loyalty activities, including recent transactions and adjustments, directly within the context of the contact. This dashboard is specifically designed to aggregate and display relevant loyalty information, making it a suitable tool for quick insights.

Secondly, adding the 'Transaction Journals' related list to the Contact record enables the team to view detailed entries of each transaction and manual adjustment made by or for the member. This related list provides granular data about each activity, allowing for a deeper analysis and understanding of the member's loyalty interactions.

These recommendations are based on best practices for Salesforce Loyalty Management, ensuring that the team has access to both summarized and detailed loyalty information within their usual workflows, enhancing efficiency and providing a holistic view of member activities.

Question 5

Question Type: MultipleChoice

The VP of Loyalty Technology at ABC Corp. wants to launch a new Loyalty program with minimal development time. However, its current Loyalty engine requires several complex system integrations with its marketing and customer service platforms. A Technical Consultant is brought in to assess the company's business requirements and recommend a feasible solution to deliver the desired Loyalty program for its customers.

Which two seamless integrations within the Salesforce ecosystem, does Salesforce Loyalty Management offer that can be easily enabled by the Technical Consultant to meet the customer's business requirement?

Options:

- A- Salesforce Service Cloud
- B- Third-party Customer Data Platform (CDP)
- C- Supplier and Partner Ecosystem
- D- Salesforce Marketing Cloud

Answer:

A, D

Explanation:

Salesforce Loyalty Management offers seamless integrations within the Salesforce ecosystem that can be easily enabled to meet ABC Corp.'s business requirements for launching a new Loyalty program, including:

Option A: Salesforce Service Cloud, which can be integrated to manage customer service

interactions and inquiries related to the Loyalty Program, enhancing the overall customer experience.

Option D: Salesforce Marketing Cloud, which allows for the creation and management of targeted marketing campaigns to engage Loyalty Program members, promote rewards, and encourage participation.

Question 6

Question Type: MultipleChoice

A Consultant will need to create a new voucher definition for a new voucher, wherever the new voucher has the requirements.

A total of two vouchers will be issued to the member.

The first voucher has a face value of \$100, and the second voucher has a face value of \$200.

Both vouchers must be used within three months after the first voucher's disbursement date.

The first voucher will be issued to the members over a period of a month.

Which voucher definition settings will fulfill the new voucher's requirements?

Options:

A- Type: Fixed valued, Expiration Type: Period, Expiration Period: 3, expiration Period Unit Month, Face Value: \$300, Partial Redeemable: Checked

B- Create within the Loyalty Experiences tab a new voucher definition for the summer sales campaign where the Type is Product or Service and the expiration Type is fixed Date.

C- Type: Fixed valued, Expiration Type: Period, Expiration Period: 90, expiration Period Unit Month, Face Value: \$300, Partial Redeemable: Checked

D- Type: Fixed valued, Expiration Type: Period, Expiration Period: 3, expiration Period Unit Month, Face Value: \$300, Partial Redeemable: UnChecked

Answer:

A

Explanation:

To fulfill the new voucher's requirements, the voucher definition settings should be: Type: Fixed Value, Expiration Type: Period, Expiration Period: 3, Expiration Period Unit: Month, Face Value: \$300, Partial Redeemable: Checked. This configuration ensures that two vouchers with the

specified face values can be issued within the defined period and used within three months after the first voucher's disbursement date. The 'Partial Redeemable' option allows the vouchers to be used partially, providing flexibility in how they are redeemed by the members.

Question 7

Question Type: MultipleChoice

What is the correct implementation approach for an Administrator to target a promotion only for specific products?

Options:

- A- Create a custom list on the promotion
- B- Map products to promotion through an out-of-the-box Related List
- C- Create product attributes in Promotion Setup
- D- Add promotion to the lookup field on the product

Answer:

B

Explanation:

To target a promotion only for specific products in a Loyalty Program, the correct implementation approach is to Map products to promotion through an out-of-the-box Related List (B). This approach leverages standard Salesforce functionality, allowing administrators to associate specific products with a promotion directly within the promotion's record. This direct mapping ensures clarity and ease of administration, enabling targeted promotional activities that are specific to certain products.

Option A (Create a custom list on the promotion), Option C (Create product attributes in Promotion Setup), and Option D (Add promotion to the lookup field on the product) are not standard Salesforce Loyalty Management functionalities for associating products with promotions and may require custom development or configuration that is more complex and less maintainable than using out-of-the-box related lists.

Salesforce documentation on Loyalty Management would detail the process for setting up and managing promotions, including how to associate promotions with specific products to achieve targeted marketing objectives within the Loyalty Program.

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