



Salesforce

Consumer-Goods-Cloud-Accredited-Professional Exam

Consumer Goods Cloud Accredited Professional (AP-204)

Exam Latest Version: 8.0

DEMO Version

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Question 1. (Single Select)

Sales Managers would like a map that shows which stores are running a promotion within their vicinity. Which solution meets their requirement and also involves the least amount of custom development?

- A: A visual mashup that displays the required map on the promotions page
- B: An unmanaged package from the AppExchange modified to meet the requirements
- C: The nearby map component on the promotion records page
- D: The map component added to the home page

Correct Answer: C

Explanation:

The nearby map component on the promotion records page allows a user to see which stores are running a promotion within their vicinity. This solution meets the requirement and also involves the least amount of custom development, as it is a standard feature of Consumer Goods Cloud. Verified [Salesforce Consumer Goods Cloud Implementation Guide], page 32.

Question 2. (Multi Select)

Which two of the following allows a Consumer Goods Cloud user to review the vision detection accuracy?

- A: Goods Metrics
- B: Shelf Metrics
- C: Planogram Metrics
- D: Object Metrics
- E: Model Metrics

Correct Answer: B, E

Explanation:

Shelf Metrics allow a user to review the vision detection accuracy by comparing the actual shelf image with the expected planogram image. Model Metrics allow a user to review the vision detection accuracy by showing the confidence score and the number of detections for each object in the shelf image. Verified [Salesforce Consumer Goods Cloud Implementation Guide], page 23-24.

Question 3. (Single Select)

A company called Alpine is running a 'buy one get one free' (BOGO) promotion for all energy bars and sending out merchandisers to ensure that their retail customers are running it correctly. At what level should Retail Store KPIs be defined for a promotional end cap audit and also to minimize records created?

- A: At the energy bar product SKU level
- B: At the Alpine brand catalog level
- C: At the custom context field level
- D: At the energy bar product category level.

Correct Answer: D

Explanation:

Retail Store KPIs are key performance indicators that measure how well a retail store is performing against a specific goal or target. For a promotional end cap audit, Retail Store KPIs should be defined at the energy bar product category level, as this would capture all the energy bars that are included in the BOGO promotion and also minimize the number of records created. Verified [Salesforce Consumer Goods Cloud Implementation Guide], page 30-31.

Question 4. (Single Select)

Alpine, a Consumer Goods company, is launching a new division dedicated to fresh baked breads delivered to restaurants and groceries. In an effort to move product rapidly and pick up new clients they need to extend their current customer onboarding process to allow field reps to

onboard new customers while on their daily route. Which option is a best practice to complete this requirement ?

A: Create a retail store record from the mobile app and use a workflow to send an email to the customer affair department

B: Create an opportunity and use CPQ to send the restaurant manager an enticing quote

C: Use the Click2Create function to pull the Point of interest data from maps directly to the address fields and attached follow up case or lead to onboard the outlet on an onboarding journey

D: Ask the potential customer to navigate to the Alpine website built on Commerce Cloud to place their first order. Use the Commerce Cloud to Consumer Goods Cloud connector to complete the order

Correct Answer: C

Explanation:

The Click2Create function is a feature of Consumer Goods Cloud that allows a field rep to create a new retail store record from the mobile app by tapping on a point of interest on a map. This function automatically fills in the address fields with the data from the map and also allows the field rep to attach a follow up case or lead to onboard the outlet on an onboarding journey. Verified [Salesforce Consumer Goods Cloud Implementation Guide], page 34-35.

Question 5. (Multi Select)

Which two standard capabilities are available when executing a promotion check in the field?

A: Viewing which products are included in the protection

B: Marking the promotion as complete

C: Taking a photo of the promotion

D: Changing the promotion planning dates

E: Changing the discounts on the products included in the promotion

Correct Answer: A, C

Explanation:

A promotion check is a type of action plan task that allows a field rep to verify if a promotion is running correctly at a retail store. When executing a promotion check in the field, two standard capabilities are available: viewing which products are included in the promotion and taking a photo of the promotion. These capabilities help to ensure compliance and capture evidence of promotional execution. Verified [Salesforce Consumer Goods Cloud Implementation Guide], page 27-28.



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