



Salesforce

AP-212 Exam

Loyalty Management Accredited Professional

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Question 1. (Single Select)

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

Explanation:

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.

Question 2. (Multi Select)

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

Correct 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 3. (Single Select)

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

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.

Correct 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 4. (Multi Select)

What two fields are attributed to a Loyalty Program entity in the Salesforce Customer Data Platform?

- A: Created Date
- B: Last Modified Date
- C: Current Member Count
- D: Reporting Enabled (Boolean)

Correct Answer: A, B

Explanation:

Within the Salesforce Customer Data Platform (CDP), the Loyalty Program entity is attributed with various fields that help in managing and analyzing the loyalty program's performance. Two essential fields attributed to this entity are Created Date and Last Modified Date.

The Created Date field records the timestamp when the Loyalty Program entity was initially created in the system, providing a reference point for the program's inception. The Last Modified Date field, on the other hand, keeps track of the most recent update made to the Loyalty Program entity, offering insights into the program's maintenance and evolution over time.

These fields are crucial for administrative and analytical purposes, allowing businesses to monitor the lifecycle of their loyalty programs and make data-driven decisions based on the program's history and modifications.

Question 5. (Single Select)

Northern Trail Outfitters wants to show member information in its member portal hosted outside of Salesforce.

What is a prerequisite for using Loyalty APIs to fetch the member information?

- A: Create custom objects in Loyalty
- B: Create a Connected App in Platform
- C: Create customer integration code
- D: Create Data Processing jobs

Correct Answer: B

Explanation:

For Northern Trail Outfitters to display member information in its external member portal, a crucial prerequisite is the creation of a Connected App in Salesforce Platform. This Connected App facilitates secure API access to Salesforce data, including Loyalty Management information, by providing an authentication and authorization framework.

By setting up a Connected App, Northern Trail Outfitters can establish a secure connection between its external member portal and Salesforce, enabling the retrieval of member information through Loyalty APIs. This setup ensures that the external portal can access up-to-date loyalty data, such as member points, tier status, and transaction history, in a secure and controlled manner, enhancing the member experience outside of Salesforce.



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