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QUESTION NO: 1

A Loyalty Manager would like to set up an email-send process in Salesforce Marketing Cloud (SMC) that needs to inform the member via email immediately once a tier change has been applied. The company is using Marketing Cloud Connect.

A solution was proposed to draft a design using a journey process to send the

notification email and a new custom object named "Member TierUpdate_ c" that

stores the members that are qualified for a tier upgrade.

Which data source options within the journey should a Consultant use to fulfill this design?

A. "Salesforce Data" as the Entry Source, "Loyalty ProgramMember" object as the datasource

B. "Salesforce Data" as the Entry Source, "Contact" object as the data-source

C. "Data-Extension" as the Entry Source, "LoyaltyProgramTier"

D. "Salesforce Data" as the Entry Source, "LoyaltyMember Tier"

E. "Salesforce Data" as the Entry Source, "Member TierUpdate__c" custom object as the data source

ANSWER: E

Explanation:

“Salesforce Data” as the Entry Source, “Member TierUpdate__c” custom object as the data source is correct because the proposed design deliberately creates a Salesforce custom object to represent members whose tier status has changed. With Marketing Cloud Connect, a Salesforce Data entry event in Journey Builder can use Salesforce CRM object records, including custom-object records, to admit contacts into a journey when the defined record event occurs. The consultant can configure the entry event around creation or update of a Member TierUpdate__c record and apply entry criteria that identify a qualifying tier upgrade. The journey then has the relevant member and tier-update context available for personalization and can immediately proceed to its email activity. This approach maintains the tier-change qualification in Salesforce, where the loyalty process operates, while using Journey Builder for the communication orchestration. It also avoids requiring a separate batch-oriented audience preparation process, which is inconsistent with the requirement to notify a member as soon as the qualifying change is applied. Salesforce documents Salesforce Data entry events and their use with Salesforce records in Journey Builder at [Salesforce Help](). See also the [Journey Builder Trailhead module]() for entry-source and journey-design concepts.

QUESTION NO: 2

A hotel group has finished setting up its Loyalty Program and now wants to provide its Loyalty members with live updates about their program membership. They are looking for a solution that lets members view their membership details whenever, they want to, and expect that this can be implemented without a need for complex customization. Using the available product features of Loyalty Management, Which three tasks should an Administrator implement to meet the Hotel group's requirements?

A. LoyaltyBenefits

B. LoyaltyLedger

C. Contact Record

D. TransactionJournal

E. LoyaltyMemberTier

ANSWER: B D E

Explanation:

“LoyaltyLedger,” “TransactionJournal,” and “LoyaltyMemberTier” together provide the core current-membership information that Loyalty Management can surface to a member through its standard member-facing experiences. A loyalty ledger maintains the member’s loyalty-currency balance and related balance information, allowing the program to present an up-to-date points or currency position. Transaction journals record the individual earning, redemption, adjustment, and other loyalty activities that affect a member’s account; they support displaying a current activity or transaction history. A loyalty member tier represents the member’s tier assignment and qualification status, so the member can see their present tier as the program evaluates or updates it. These are Loyalty Management records designed to be updated by program processing and used as the source of membership status information. An administrator can use the available Loyalty Management and Experience Cloud member-facing capabilities to expose this information without building a fully custom member application. Salesforce’s Loyalty Management data model identifies ledgers, transaction journals, and member-tier data as key entities for tracking balances, activities, and tier membership. See the Salesforce Loyalty Management data model and the Loyalty Management Basics Trailhead module.

QUESTION NO: 3

A hotel group has Gold, Platinum, and Elite tiers. Elite members must receive priority check-in whenever they stay at a participating hotel. The privilege is available for as long as the member remains in the Elite tier and does not require points redemption.

How should the Administrator configure this privilege?

A. Create priority check-in as a Voucher Definition

B. Create priority check-in as a Loyalty Tier Benefit associated with the Elite tier

C. Create priority check-in as a Transaction Journal Subtype

D. Create priority check-in as a Promotion Market Segment

ANSWER: B

Explanation:

Create priority check-in as a Loyalty Tier Benefit associated with the Elite tier is correct. Tier benefits represent ongoing privileges that are granted because of a member’s status in a particular loyalty tier. The benefit can therefore be assigned and processed when the member becomes an Elite member.

A voucher is more appropriate for a discrete, issued redemption benefit. A promotion is used to define campaign eligibility and outcomes, rather than to model an always-available tier privilege. A transaction journal records activity and does not define the member entitlement itself.

QUESTION NO: 4

In which two scenarios should an Administrator use member engagement attributes?

A. Member is eligible for ‘Bonus days’ if the member consistently spends more than $500 each month for a year.

B. Member attends three trainings between March 1st and April 30th to get 200 bonus points.

C. Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only.

D. Member enrolls in “welcome aboard” promotion for free surprise gift every quarter.

ANSWER: A B

Explanation:

Member engagement attributes are appropriate when a loyalty program must retain and evaluate a member-specific measure of engagement over time, so that a promotion can recognize qualifying behavior when its criteria are met. “Member is eligible for ‘Bonus days’ if the member consistently spends more than $500 each month for a year” requires tracking a recurring qualification pattern across multiple monthly periods. An engagement attribute can represent the member’s progress or qualifying status and support the eventual benefit once the sustained-engagement requirement has been satisfied.

“Member attends three trainings between March 1st and April 30th to get 200 bonus points” is also a strong use case because attendance is an engagement activity that must be accumulated within a defined date range. The attribute provides a member-level way to record and assess the training participation needed for the promotion, then award the stated bonus when the threshold is reached. These uses align with Loyalty Management’s support for configurable loyalty programs, member activities, and promotion-driven rewards. See Salesforce’s Loyalty Management Basics Trailhead module and the Salesforce Loyalty Management overview for product context.

QUESTION NO: 5

A new promotion named “Summer Sales” within the Loyalty Program will introduce program members to the promotional campaign and send email communication to the qualified members via Marketing Cloud.

Which the customer Data Platform (CDP) package available, which two options will need to be performed within the org to achieve the required action with minimal configuration effort in mind?

A. “Add Segments” within the “Promotion Segments” section of the “Summer Sales” Promotion

B. Add the Segmented “Loyalty program members” to a new “Campaigns”.

C. Create a custom report using “Salesforce reports”.

D. Create a new segment within CDP.

ANSWER: A D

Explanation:

“Add Segments” within the “Promotion Segments” section of the “Summer Sales” Promotion is required because Loyalty Management promotions can use assigned segments to define the eligible audience for a promotion. Associating the audience directly on the promotion makes the qualification population explicit and avoids building custom targeting logic, reports, or manual member lists. The promotion can therefore use a reusable, centrally managed segment as its member-eligibility audience.

“Create a new segment within CDP.” is also required because Customer Data Platform, now called Data Cloud, provides segmentation for building a target audience from unified customer and loyalty-related data. A segment can apply the qualification criteria for the Summer Sales offer, then be activated for downstream marketing engagement. With the Data Cloud and Marketing Cloud connection, the same qualified audience can be used for email communication, minimizing bespoke Salesforce configuration and keeping audience maintenance in the segmentation tool. This approach separates audience definition from promotion setup while linking them through the promotion’s segment assignment. Salesforce describes Data Cloud segmentation at Data Cloud Developer Guide: Segments, and provides Loyalty Management implementation resources at Salesforce Loyalty Management Developer Guide.

QUESTION NO: 6

A company has an existing Loyalty Program, and the marketing team wants to start awarding 10% discounts and 100 points to new members upon sign-up.

What does the Program Administrator need todo for a new member to earn this promotion?

A. Create a record triggered flow using Journal Type, Journal SubType, Transaction Journal, and Process O Member Benefit Action

B. Create a record triggered flow using Journal Type. Journal SubType, TransactionJournal. Credit Points action and Issue Voucher action

C. Create an autolaunched flow using Transaction Journal, Loyalty Ledger, and Get Loyalty Promotions for Transactions

D. Create an autolaunched flow using Journal Type. Journal SubType, TransactionJournal, Credit Points ° action, and Issue Voucher action

ANSWER: B

Explanation:

"Create a record triggered flow using Journal Type. Journal SubType, TransactionJournal. Credit Points action and Issue Voucher action" is correct because member enrollment is an event that can initiate declarative automation immediately when the relevant record is created. A record-triggered flow provides the required event-driven mechanism, so the program can consistently grant the sign-up incentive without requiring an administrator or user to launch a flow manually.

The flow uses the loyalty transaction context, including the journal type, journal subtype, and transaction journal, to record and process the qualifying activity. It then uses the Credit Points action to grant the member the 100-point incentive and the Issue Voucher action to create the voucher that represents the 10% discount. This approach ensures both benefits are issued as part of the same automated sign-up process and are recorded through Loyalty Management's transaction and benefits framework. Salesforce Loyalty Management supports configurable member rewards and engagement processes, while Flow is Salesforce's declarative automation tool for responding to record events. See Salesforce Trailhead: Loyalty Management Basics and Salesforce Help: Flow Builder.

QUESTION NO: 7

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?

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

B. Type: Fixed valued, Expiration Type: Period, Expiration Period: 3, expiration Period Unit Month, Face Value: $300, Partial Redeemable: Unchecked

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:

Type: Fixed valued, Expiration Type: Period, Expiration Period: 3, expiration Period Unit Month, Face Value: $300, Partial Redeemable: Checked fulfills the requirement because the voucher definition represents a fixed monetary value totaling $300. With partial redemption enabled, that value can be redeemed across separate redemption events, allowing the intended $100 and $200 voucher values to be used without requiring the entire amount to be consumed in one transaction. This is the appropriate configuration when a program needs a fixed-value voucher balance that supports incremental use.

Using an expiration type of Period with an expiration period of three and an expiration unit of Month establishes the required three-month validity window from voucher disbursement. This lets the program control voucher validity through the definition rather than manually calculating an expiration date for every issuance. The fixed-value voucher configuration also makes the monetary amount explicit and suitable for currency-based voucher benefits. Salesforce Loyalty Management uses voucher definitions to centralize the voucher's value, redemption behavior, and expiration rules, so these settings provide the needed reusable configuration for the program's issuance process.

For more information, see Salesforce's Voucher Definitions documentation and the Loyalty Management Trailhead module.

QUESTION NO: 8

An upset customer calls Universal Containers about the free t-shirt they were supposed to receive when enrolling in its program. The support agent verifies that the t-shirt is out of stock and decides to compensate the customer with a 50% discount valid for one year.

What should the agent do to ensure the customer receives the 50% discount?

A. Use the “issue Voucher” flow template.

B. Activate the voucher assignment batch.

C. Use Issue voucher from the Loyalty Program Member page.

D. Assign a voucher definition from the customer’s Loyalty Program Member.

ANSWER: A

Explanation:

Use the “issue Voucher” flow template. Salesforce Loyalty Management provides the Issue Voucher flow template for issuing an individual voucher to a loyalty-program member, including as a service-recovery or goodwill gesture. In this situation, the agent can use the flow to select the appropriate voucher definition for the 50% discount and issue it directly to the affected member. The voucher definition supplies the discount’s business configuration, while the issuance process creates the member-specific voucher that the customer can redeem.

To meet the one-year commitment, the voucher definition used by the flow should be configured with the required validity period and redemption terms before the voucher is issued. This separates reusable offer setup from the agent’s operational task: the agent does not need to create a new promotion manually, but instead issues the correctly configured voucher to the specific customer. This approach provides an auditable member benefit and ensures the discount is associated with the customer’s loyalty account. Salesforce describes Loyalty Management vouchers as benefits issued to program members and documents the product’s member-engagement capabilities in its Loyalty Management Basics Trailhead module. See also Salesforce’s Loyalty Management documentation.

QUESTION NO: 9

A Loyalty Program Manager has proposed a new promotion with the following redemption requirements on their non-qualifying points for the two respective tiers.

* for Gold-tier members, a single non-qualifying point is equal to $2 if the total purchase value is $200 or more.

* for Gold-tier members, a single non-qualifying point is equal to $1 if the total purchase value is less than $200.

* for Gold-tier members, a single non-qualifying point is equal to $1, irrespective of the total value of the purchase.

Considering the above requirements, which three redemption rule options should be selected for the proposed promotion?

A. “Blue” tier member with any transaction amount, then “Outcome”: non-qualifying point deduction = transaction amount.

B. “Blue” tier member with any transaction amount is <= $200, then “Outcome”; non-qualifying point deduction = transaction amount.

C. “Gold” tier member with the transaction amount is >= $200, then “Outcome”: tier-qualifying multiplier =2

D. “Gold” tier member with the transaction amount is >= $200, then “Outcome”: non-qualifying point deduction = transaction amount / 2.

E. “Gold” tier member with the transaction amount is < $200, then “Outcome”: non-qualifying point deduction = transaction amount.

ANSWER: A D E

Explanation:

The redemption rules must convert the transaction value into the number of non-qualifying points to deduct. For the tier whose points have a fixed value of $1, “Blue” tier member with any transaction amount, then “Outcome”: non-qualifying point deduction = transaction amount. correctly deducts one point per dollar regardless of purchase value. For Gold members spending at least $200, “Gold” tier member with the transaction amount is >= $200, then “Outcome”: non-qualifying point deduction = transaction amount / 2. correctly applies the $2-per-point value: a $200 transaction requires 100 points, and the formula scales for higher transaction values. For Gold members below the threshold, “Gold” tier member with the transaction amount is < $200, then “Outcome”: non-qualifying point deduction = transaction amount. applies the stated $1-per-point value for those purchases. Together, these conditions create mutually appropriate redemption behavior by tier and transaction threshold, while the outcome formulas calculate the correct point deduction. Salesforce Loyalty Management supports configuring promotion rules and outcomes to apply benefits based on member and transaction attributes. See Salesforce Trailhead: Loyalty Management for Business Users and Salesforce Loyalty Management Developer Guide.

QUESTION NO: 10

What is therecommended approach to creating a large multi-country, multi-currency, and tier-dependent Redemption Catalogue?

A. Create a Decision Tree using Flows with a leaf for every combination

B. Create a Loyalty Process with different rules to manage every combination

C. Create a Decision Table and define the Redemption Catalogue as business rules.

D. Create an Apex Class and implement a Redemption Catalogue engine.

ANSWER: C

Explanation:

Create a Decision Table and define the Redemption Catalogue as business rules. A large redemption catalogue often has eligibility and presentation variations driven by several inputs, including a member’s country, the program currency, and tier. A Decision Table is designed to model this type of multidimensional, rules-based logic in a structured tabular format: input conditions can be represented as columns, and the resulting catalogue or redemption configuration can be returned as the outcome. This keeps the catalogue logic declarative and maintainable as markets, currencies, tiers, and reward offerings expand. Business users can review and update table rows more readily than custom code, while the decision logic remains consistent and reusable wherever the redemption experience needs to determine the applicable offering. Salesforce describes Decision Tables as a Business Rules Engine capability for evaluating conditions and returning outcomes from managed rules, which makes them well suited to high-volume combinations of business criteria. Loyalty Management supports configurable redemption experiences and catalogue-based reward management; pairing that capability with a Decision Table provides a scalable way to select the appropriate catalogue rules for each member context. See Salesforce’s Decision Table overview and Loyalty Management overview.

QUESTION NO: 11

For the integration of Loyalty Management and Service Cloud, which two methods should a Technical Consultant use forassociating a Loyalty Program Member with a Case?

A. Add the loyalty Program Members' related list on the Case page layout

B. Add the 'Create Case' action on the Loyalty Program Member page layout

C. Add the 'Associate Program Member' action on Case pagelayout

D. Add the 'Cases' related list on the Loyalty Program Member page layout

ANSWER: B C

Explanation:

Adding the **“Create Case”** action on the Loyalty Program Member page layout lets a service user initiate a case directly from the relevant member record. Because the action is launched in the context of that member, Salesforce can create the Case with the Loyalty Program Member relationship already established. This is useful when an agent begins with a member’s loyalty profile and needs to log a service issue, inquiry, or request.

Adding the **“Associate Program Member”** action on the Case page layout supports the complementary workflow: an agent starts from an existing Case and explicitly links the appropriate Loyalty Program Member. This provides the intended case-side mechanism for identifying the loyalty member involved, including when a Case was created before the member relationship was known. Together, these actions support association from either record context and make the Loyalty Management data available in Service Cloud case handling. Salesforce describes Loyalty Management data-model and configuration concepts in its Loyalty Management Developer Guide and provides implementation learning resources in the Loyalty Management Basics Trailhead module.

QUESTION NO: 12

A Loyalty Program has two partners. A nutrition partner should be associated with all products in the Healthy Snacks category. A travel partner should be associated only with one specific airport-lounge product.

Which two actions should the Administrator take with the least configuration effort? Select two.

A. Choose the Category option and map Healthy Snacks to the nutrition partner

B. Choose the Product option and map the airport-lounge product to the travel partner

C. Add the nutrition partner to a lookup field on every Healthy Snacks product

D. Choose the Category option and map all travel products to the travel partner

ANSWER: A B

Explanation:

Choose the Category option and map Healthy Snacks to the nutrition partner is correct because all products already classified in that category require the same partner association. This avoids maintaining a separate mapping for every snack product.

Choose the Product option and map the airport-lounge product to the travel partner is correct because only that individual product must be associated with the travel partner. Mapping the entire travel category could unintentionally include other products.

QUESTION NO: 13

A retailer has configured a Loyalty Management analytics app, but a group of users receives an access error when opening it. The users have Salesforce user accounts and access to the applicable loyalty records.

Which two items should the Administrator verify first? Select two.

A. CRM Analytics Plus User is enabled for each user

B. The Analytics for Loyalty permission set is assigned to each user

C. The Data Pipelines Base User permission set is assigned to each user

D. A Loyalty Program Member record exists for each user

ANSWER: A B

Explanation:

CRM Analytics Plus User must be enabled for the users because Analytics for Loyalty is built on CRM Analytics. **The Analytics for Loyalty permission set** must also be assigned to grant the Loyalty-specific analytics permissions.

Access to underlying loyalty records alone does not grant access to a CRM Analytics app. A Data Pipelines Base User permission set is used for Data Processing Engine capabilities and does not provide Analytics for Loyalty access.

QUESTION NO: 14

A sports clothing and accessories retailer has a strategic partnership with other businesses that provide sports equipment and outdoor sports experiences. This retailer wants its Loyalty program members to be able to redeem their points when shopping with its redemption partners.

When creating a Loyalty Program partner record, how should an Administrator set up the partners in the Loyalty management application?

A. Set the program partner type to redemption > Activate > Define the accrual cost per unit.

B. Set the program partner type to redemption > Activate > Define the redemption cost per unit

C. Set the program partner type to both > Activate > Define the accrual cost per unit.

D. Set the program partner type to accrual > Activate > Define the redemption cost per unit

ANSWER: B

Explanation:

Set the program partner type to redemption > Activate > Define the redemption cost per unit is correct because the stated business requirement is for members to spend, rather than earn, loyalty currency at partner businesses. A Loyalty Program Partner record identifies the commercial relationship between the loyalty program and an external organization. Selecting the *redemption* partner type configures that relationship for redemption activity, allowing the partner to participate when members use points for eligible purchases or experiences.

After the partner is activated, the redemption cost per unit establishes the program's cost associated with each unit of loyalty currency redeemed through that partner. This value supports the financial accounting and settlement model for partner-funded or partner-delivered rewards. Activation is necessary before the partner can be used operationally in the program's loyalty processes. Together, the redemption partner type, activation, and redemption cost configuration align the partner record with a points-redemption use case and provide the information Loyalty Management needs to manage that partner relationship.

For Salesforce's Loyalty Management learning material, see Loyalty Management Basics and the Loyalty Program Partners documentation.

QUESTION NO: 15

A Consultant needs to set up a new tier-point reset process for a new Loyalty Program, where the data-processing engine (DE) configuration is required.

How should the Consultant set up the data-processing engine with the least configuration effort?

A. Create a copy of the reset qualifying points DPE template.

B. Create a copy of the expire fixed non-qualifying points DPE template.

C. Create a new data-processing engine from scratch / by first principle.

D. Create a copy of the expire activity based non-qualifying points DPE template.

ANSWER: A

Explanation:

Create a copy of the reset qualifying points DPE template. is the appropriate approach because a tier-point reset concerns qualifying points, which are the points used to determine a loyalty member's tier status and progression. Salesforce

Loyalty Management provides Data Processing Engine templates for common loyalty operations, allowing a consultant to start with predefined processing logic rather than constructing calculation definitions, data mappings, and execution behavior manually. Copying the template creates a configuration that can be tailored to the new program's specific attributes, such as the program, reset schedule, and applicable member population, while retaining the standard logic intended for resetting qualifying-point balances. This minimizes implementation effort and reduces the risk of omitting the data-processing steps required to update tier-related point balances consistently. The approach also supports repeatable administration: the copied definition is program-specific and can be maintained independently without altering the supplied template. Salesforce describes Loyalty Management as supporting configurable loyalty programs, including member engagement and tier-oriented benefits; Data Processing Engine is the platform capability used to process data at scale for these kinds of business operations. See Salesforce Loyalty Management overview and Salesforce Trailhead: Loyalty Management Basics.