



PEGACPMC74V1^{Q&As}

Certified Pega Marketing Consultant (CPMC) 74V1

Pass Pegasystems PEGACPMC74V1 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.passapply.com/pegacpmc74v1.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by
Pegasystems Official Exam Center

-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers





QUESTION 1

What is the key difference between a predictive model and a human expert?

- A. Predictive models always outperform human experts.
- B. Humans are better at dealing with structured data and identifying patterns.
- C. Predictive models make successful predictions irrespective of the amount of data available.
- D. Predictive models are more capable of detecting patterns in historical data.

Correct Answer: D

QUESTION 2

The Business Issue-Group hierarchy is used to organize _____.

- A. decision components
- B. predictive models
- C. customer interactions
- D. propositions

Correct Answer: D

Reference: https://community.pega.com/sites/default/files/help_v73/dsm/tasks/dsm-pm-hierarchy-creatingbusiness-group-tsk.htm

QUESTION 3

When creating a new segment, an Analysis Project is _____.

- A. not applicable for the top-level segments
- B. an optional configuration step
- C. a mandatory configuration step
- D. selected by the system automatically

Correct Answer: B

QUESTION 4

In a strategy, the proportions are imported using _____.



- A. Data Import component
- B. Offer Data component
- C. Import Data component
- D. Proportion Data component

Correct Answer: D

Reference: <https://community1.pega.com/community/pega-academy/question/offer-proposition-andstrategy>

QUESTION 5

In a real-time container, when Impression capture is set to Captured by channel, then _____.

- A. the channel records the impression in its own system
- B. Pega Marketing asks the channel to record an impression
- C. Pega Marketing records an impression anyway
- D. the channel can explicitly request to record an impression

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (347)

[PEGACPMC74V1 PDF
Dumps](#)

[PEGACPMC74V1 VCE
Dumps](#)

[PEGACPMC74V1 Exam
Questions](#)