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QUESTION 1

Which statement about campaign tests is true?

- A. Results of a new test replace the old one.
- B. Tests must be executed before submitting a campaign for execution.
- C. Test results can be deleted.
- D. Tests generate user-defined reports only.

Correct Answer: C

QUESTION 2

In the context of real-time containers, how do you control what happens when a customer clicks on the offer?

- A. By configuring the click through connector in an offer flow
- B. By defining a real-time event
- C. By specifying the click through URL
- D. By specifying the call to action

Correct Answer: A

QUESTION 3

In an offer flow, which is a valid value for the Response field in the Update Status shape?

- A. Neutral
- B. Resolved-Rejected
- C. Rejected
- D. Negative

Correct Answer: C

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

QUESTION 4

To implement contact policy regulations, the Direction property must be set to _____.

- A. Offer Treatment



B. Call Centre

C. Outbound

D. Inbound

Correct Answer: D

QUESTION 5

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>

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