



# PEGACPMC74V1<sup>Q&As</sup>

Certified Pega Marketing Consultant (CPMC) 74V1

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### QUESTION 1

In Pega Marketing, the details about the membership of a control group are stored in the \_\_\_\_\_.

- A. customer table
- B. interaction history
- C. control group segment
- D. control group table

Correct Answer: B

Reference: [https://community.pega.com/system/files/pdfs/PegaMarketing\\_UserGuide\\_v7.21.pdf](https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf) (178)

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### QUESTION 2

When executing a decision strategy, the blue dotted line in a decision strategy means \_\_\_\_\_.

- A. data is referenced by the component the arrow originates from
- B. data is copied to the component the arrow originates from
- C. data is copied to the component the arrow points to
- D. data is referenced by the component the arrow points to

Correct Answer: D

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### QUESTION 3

What is a proposition in Pega Customer Decision Hub™?

- A. Treatment
- B. Offers for sales, cross sell, and retention
- C. Customer facing action
- D. Any kind of offer

Correct Answer: B

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### QUESTION 4

When using an adaptive model in a marketing campaign, you must set the channel and \_\_\_\_\_.

- A. customer intent



- B. direction
- C. real-time event
- D. channel context

Correct Answer: B

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#### QUESTION 5

In a Real-time Event driven campaign, \_\_\_\_\_.

- A. contact policy restrictions are not applied
- B. volume constraint restrictions are applied
- C. the audience is always ignored
- D. campaign schedule options cannot be set

Correct Answer: A

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