



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

Certified Pega Marketing Consultant (CPMC) 74V1

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#### QUESTION 1

Which strategy design pattern is used to implement Contact Policy regulations?

- A. Prioritize – Set Property – Filter
- B. Proposition Data – Data Import – Decision Table
- C. Interaction History – Group By – Contact Policy
- D. Set Property – Prioritize – Contact Policy

Correct Answer: D

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#### QUESTION 2

After a distribution test is completed, \_\_\_\_\_.

- A. only the campaign summary report is generated
- B. the volume constraints are updated
- C. you can examine the emails sent to targeted customers
- D. you can examine the proportion distribution report

Correct Answer: B

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#### QUESTION 3

In web marketing, the click through metric indicates the number of customers who have \_\_\_\_\_.

- A. deferred responding to the offer
- B. clicked the offer
- C. reacted positively to the offer
- D. viewed the offer

Correct Answer: B

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#### QUESTION 4

In Pega Marketing, if a real-time container is active between 1:00 p.m. and 2:00 p.m. and the request is raised at 3:00 p.m., then \_\_\_\_\_.



- A. the request is captured in the interaction history
- B. an offer expired message is displayed
- C. the request is stored for later processing
- D. the request is ignored

Correct Answer: B

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#### QUESTION 5

In the Event Payload, which parameter is mandatory when triggering a Real-time Event?

- A. Customer Type
- B. Offer Name
- C. Customer ID
- D. Channel

Correct Answer: C

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) (342)

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