



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

Certified Pega Marketing Consultant (CPMC) 74V1

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### QUESTION 1

In a decision strategy, which decision component both filters relevant offers and prioritizes these offers?

- A. Prioritization component
- B. Filter component
- C. Group By component
- D. Switch component

Correct Answer: A

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### QUESTION 2

Which of these belongs to the same group as the prioritization component?

- A. Filter
- B. Proportion
- C. Data import
- D. Data join

Correct Answer: A

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### QUESTION 3

An Adaptive Model instance is created when you \_\_\_\_\_.

- A. restart the Adaptive Decision Manager service
- B. execute a strategy containing the Adaptive Model component
- C. save the Adaptive Model rule
- D. open the Adaptive Model Management landing page

Correct Answer: B

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### QUESTION 4

The diagram below displays the definition of four contact policies. If they are all included in an E-mail Channel Only strategy, which one is executed?



Name	Start Date	End Date	Available	Channel
Contact Policy A			Y	SMS
Contact Policy B		21-Jan-2020	Y	E-Mail
Contact Policy C	23-Mar-2020		Y	E-Mail
Contact Policy D	25-Mar-2010	11-Jan-2020	N	E-Mail

- A. Contact Policy B
- B. Contact Policy D
- C. Contact Policy A
- D. Contact Policy C

Correct Answer: D

#### QUESTION 5

A campaign status changes to "Wrap-up" when \_\_\_\_\_.

- A. the strategy has been run for all the customers in the segment
- B. the segment is processed
- C. the user changes the status via the Action menu
- D. all offers have reached their "End Shape"

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) (87)

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