



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

Certified Pega Marketing Consultant (CPMC) 74V1

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#### QUESTION 1

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 2

When does the campaign validation occur?

- A. When a seed test is invoked
- B. When it is updated
- C. Every time it is saved
- D. When the campaign moves to the "Test" state

Correct Answer: B

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#### QUESTION 3

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 4

In the context of real-time containers, when Pega Marketing receives a click through \_\_\_\_\_.

- A. both the impression and a click through are recorded



- B. a click through is only recorded if it is enabled
- C. the offer flow is always initiated
- D. a click through is always recorded

Correct Answer: D

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#### QUESTION 5

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

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