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QUESTION 1

In Pega Marketing, a control group is implemented using _____.

- A. a sub strategy
- B. an interaction rule
- C. a control group rule
- D. a segment rule

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (178)

QUESTION 2

When creating a new segment, an Analysis Project is _____.

- A. not applicable for the top-level segments
- B. an optional configuration step
- C. a mandatory configuration step
- D. selected by the system automatically

Correct Answer: B

QUESTION 3

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 4

In order to measure success of a web campaign, you capture _____.

- A. total page visits



- B. total impressions
- C. total number of products
- D. total number of visitors

Correct Answer: A

QUESTION 5

A real-time container is a _____.

- A. dynamic section used in an email treatment
- B. UI container that contains the real-time events payload
- C. reusable UI element of an Inbound Call-Center treatment
- D. representation of a space in an external real-time channel

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (345)

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