PEGACPMC74V1^{Q&As}

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QUESTION 1

If you define a contact policy with multiple limits for the same channel, _____.

A. the contact policy will fail

B. the contact policy will apply the first limit only

C. you get an error

D. the contact policy will apply all limits

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (198)

QUESTION 2

Next-Best-Action is a customer-centric marketing paradigm that balances _____.

A. the customer\\'s needs with the business objectives

B. growth, retention, service, and risk mitigation

C. business revenue with margin

D. relevancy, context, timeliness, and consistency

Correct Answer: B

QUESTION 3

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)

QUESTION 4

When does the campaign validation occur?

A. When a seed test is invoked

B. When it is updated

C. Evert time it is saved

D. When the campaign moves to the "Test" state

Correct Answer: B

QUESTION 5

Which flow shape launches an external process?

A. External shape

B. End shape

C. Hand Off shape

D. Process shape

Correct Answer: C

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (239)

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