



# PEGAPCDC80V1<sup>Q&As</sup>

Pega Certified Decisioning Consultant

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### QUESTION 1

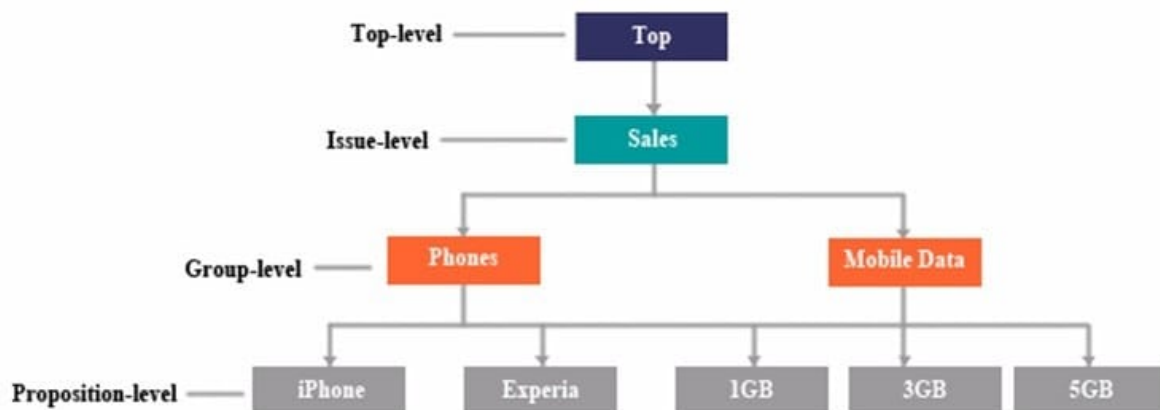
U+, a telecom company, introduces fiber optic in the North region of the country. They want to advertise this on their website using a banner and targeting the customers living in that area. When configuring Next-Best-Action designer, which targeting approach should the company select?

- A. Proposition driven
- B. Audience driven
- C. Eligibility driven
- D. Analytics driven

Correct Answer: B

### QUESTION 2

MyCo, a mobile company, uses Pega Marketing, powered by Pega Customer Decision Hub, to display marketing offers to its customers on its website. The company would like to display more relevant offers to customers based on customer behavior. The following is the proposition hierarchy in the Next-Best-Action Designer.



Both the groups are configured with a relevancy strategy and eligibility criteria.

The company would like to arbitrate across the offers in the two groups and select the best offer based on customer behavior.

As a Strategy Designer, what must you configure in order to meet this requirement?

- A. Prioritization strategy
- B. Propensity at the group level



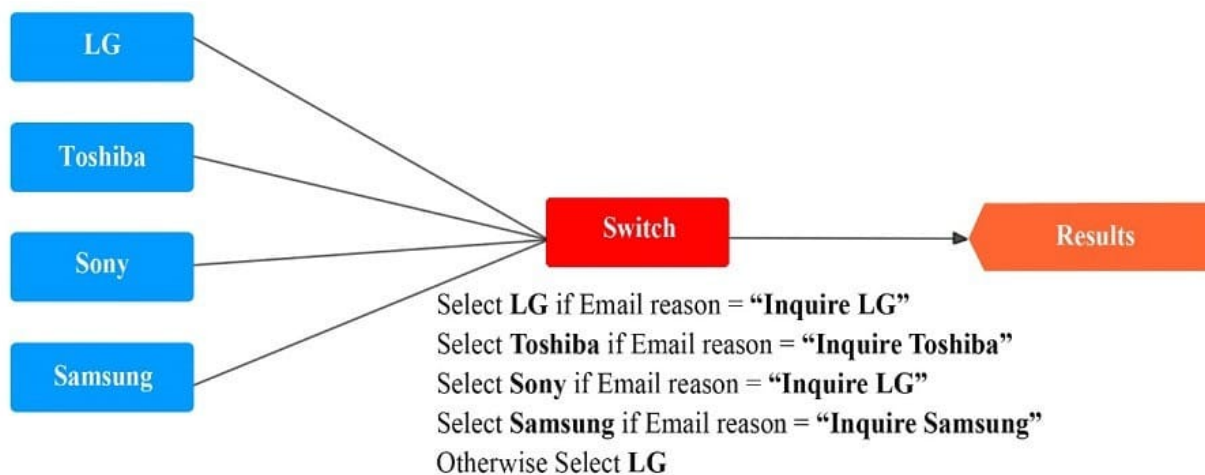
C. Metrics of the adaptive model

D. Target audience

Correct Answer: D

### QUESTION 3

MyCo, an electronics company, wants to recommend television brands to their customers based on incoming emails. As a Strategy Designer working for MyCo, you create the following Next-Best-Action strategy:



If the Email reason is Inquire LG, what does the Results of the strategy contain?

A. LG

B. Sony

C. Sony, LG

D. LG, Sony

Correct Answer: A

### QUESTION 4

What does a solid arrow from a "Set Property" component to a "Filter" component mean?

A. There is a one-to-one relationship between a "Set Property" and a "Filter" component.

B. A property from the "Set Property" component is referenced by the "Filter" component.

C. To evaluate the "Set Property" component, the "Filter" component is evaluated first.



D. Information from the "Set Property" component is copied over to the "Filter" component.

Correct Answer: B

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#### QUESTION 5

Arbitration components provide the ability to \_\_\_\_\_.

- A. arbitrate between different business issues
- B. make calculations based upon a list of propositions
- C. filter propositions based on priority and relevance
- D. choose between propositions

Correct Answer: C

Reference: <https://www.slideshare.net/bhaskarvittal/pega-decision-strategy-manager-dsm>

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