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QUESTION 1

When using an adaptive model in a marketing campaign, you must set the channel and _____.

A. customer intent

B. direction

C. real-time event

D. channel context

Correct Answer: B

QUESTION 2

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 3

To implement contact policy regulations, the Direction property must be set to _____.

A. Offer Treatment

B. Call Centre

C. Outbound

D. Inbound

Correct Answer: D

QUESTION 4

In a real time container, if the Click through behavior is set to Capture click through only, then the _____.

A. click through URL is not returned

B. offer flow is not initiated

C. channel only records the click through

D. click through is not recorded in the interaction history

Correct Answer: C

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

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QUESTION 6

What is the relationship between items in a proposition hierarchy?

A. Issues have multiple propositions, and propositions can be in the multiple groups.

B. Issues have multiple groups, and groups have multiple propositions.

C. Groups contains multiple issues, and issues have multiple propositions.

D. Propositions must belong to a group or be top level.

Correct Answer: C

QUESTION 7

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 (87)

QUESTION 8

In a campaign that uses a channel constraint, which strategy parameter must be set?

A. pyConstraint

B. pyTreatment

C. pyOutbound

D. pyChannel

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (214)

QUESTION 9

What is a proposition in Pega Customer Decision HubTM?

A. Treatment

B. Offers for sales, cross sell, and retention

C. Customer facing action

D. Any kind of offer

Correct Answer: B

QUESTION 10

In the Event Payload, which parameter is mandatory when triggering a Real-time Event?

A. Customer Type

B. Offer Name

C. Customer ID

D. Channel

Correct Answer: C

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (342)

QUESTION 11

Which statement about campaign tests is true?

A. Results of a new test replace the old one.

B. Tests must be executed before submitting a campaign for execution.

C. Test results can be deleted.

D. Tests generate user-defined reports only.

Correct Answer: C

QUESTION 12

In Pega Marketing, the details about the membership of a control group are stored in the _____.

A. customer table

B. interaction history

C. control group segment

D. control group table

Correct Answer: B

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

QUESTION 13

In the Next-Best-Action designer, the Pega Customer Decision HubTM evaluates the business goal level decisions _____.

A. in numerical order

B. in alphabetical order

C. from top to bottom

D. in a random order

Correct Answer: D

QUESTION 14

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 15

What run-time information does an adaptive model need to make a prediction?

A. Proportion profile

B. Historical interactions

C. Customer profile

D. Behavior of similar customers

Correct Answer: A