PEGACPMC74V1.VCEplus.premium.exam.63q

PEGACPMC74V1

Certified Pega Marketing Consultant (CPMC) 74V1

Version 1.0

Exam A

QUESTION 1

After a distribution test is completed, _____.

A. only the campaign summary report is generated
B. the volume constraints are updated
C. you can examine the emails sent to targeted customers
D. you can examine the proportion distribution report

Correct Answer: B
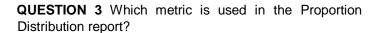**Section: (none)**
Explanation

Explanation/Reference:

QUESTION 2 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 3 Which metric is used in the Proportion
Distribution report?

A. Volume
B. Target budget
C. Total revenue
D. Accept rate

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 4 If a campaign targets 50,000 customers with three offers, what is the maximum number of offer flow instances
executed?

A. 50,000
B. 1C. 3
D. 150,000

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 5 When a customer is offered a proportion that was already accepted, this is because_____.

A. the strategy uses interaction history to exclude previously accepted offers
B. the propositions are filtered based on eligibility
C. there is no filter for previously accepted offers in the strategy
D. the customer intent was captured incorrectly

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 6 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 7 In the Next-Best-Action designer, the Pega Customer Decision Hub^{TM} 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 8 What is the simplest way to write a record to a database table each time an offer is sent to a customer?

A. Use an Update Status shape, specifying the field from the offer to store.
B. Use a send shape on the offer flow, and select the "Write To DB" check box.
C. Use a Capture Response shape on the offer flow, specifying the offer.
D. Use the Update File shape, specifying the template used.

Correct Answer: C

Section: (none)
Explanation

Explanation/Reference:

QUESTION 9 In an outbound campaign, how many offers can you send out to
a customer?

A. Only one
B. As many as available in the corresponding issue and group
C. As many as allowed by the volume constraints
D. As many as selected by the marketing strategy

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 10 The Business Issue-Group hierarchy is used to organize
_____.

A. decision components
B. predictive models
C. customer interactions
D. propositions

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://community.pega.com/sites/default/files/help_v73/dsm/tasks/dsm-pm-hierarchy-creating-business-group-tsk.htm

QUESTION 11 In an offer flow, which is a valid value for the Response field in the Update
Status shape?

A. Neutral
B. Resolved-Rejected
C. RejectedD. Negative

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf

QUESTION 12
There are two segments: Segment A and Segment B.
Which configuration is needed to make sure that Segment B is automatically refreshed when Segment A is refreshed?

	Refreshable	Refresh Child Segments
Segment A	Enabled	
Segment B	Enabled	Enabled

	Refreshable	Refresh Child Segments
Segment A	Enabled	
Segment B		Enabled

	Refreshable	Refresh Child Segments
Segment A	Enabled	Enabled
Segment B		Enabled

	Refreshable	Refresh Child Segments
Segment A		Enabled
Segment B	Enabled	

A.

B.

C.

D.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (154)

QUESTION 13 To reuse existing HTML content in an email treatment, you would _____.

A. convert the content to normal text first
B. copy and paste the HTML content
C. use the HTML-only treatment
D. use the HTML import function

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 14 Which predefined criteria helps to identify customers who have responded to an offer in
the past year?

A. Offer Responses in Last Year
B. Offers Received per Channel per Time Period
C. Offers Received per Channel in Last Year
D. Offer Responses per Time Period

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (126) **QUESTION 15** 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 16 In Decision Management, individual customer behavior is captured
by_____.

A. predictive models
B. interaction history
C. Visual Business Director
D. decision strategies

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 17 What is the key difference between a predictive model and a
human expert?

A. Predictive models always outperform human experts.
B. Humans are better at dealing with structured data and identifying patterns.
C. Predictive models make successful predictions irrespective of the amount of data available.
D. Predictive models are more capable of detecting patterns in historical data.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 18 Which category contains the Set
Property component?

A. Data Import category
B. Arbitration category
C. Enrichment category
D. Business Rules category

Correct Answer: C
Section: (none)
Explanation
Explanation/Reference:
Reference: https://community.pega.com/sites/default/files/help_v719/rule-/rule-decision-/rule-decision-strategy/components/enrichment.htm

QUESTION 19 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
Section: (none)
Explanation

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

QUESTION 20 In a decision strategy, the "Test run" panel allows you to
inspect_____.

A. the output of any decision component
B. only the output of the Results decision component
C. the first output of any component
D. the output of any decision component except Sub-strategies

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 21 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 22 Which property holds the information regarding control group membership?

A. ControlGroupName
B. MktValue
C. MktName
D. pyOutcome

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (179)

QUESTION 23 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
Section: (none)
Explanation

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

QUESTION 24 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 25 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 26 The Filter component is used to filter
_____.

A. propositions
B. attributes
C. adaptive models
D. customers
Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 27 Which decision component belongs to the
Arbitration category?

A. Prioritization
B. Decision Table
C. Adaptive Model
D. Scorecard

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://community.pega.com/sites/default/files/help_v721/procomhelpmain.htm#rule-/rule-decision-/rule-decision-strategy/components/arbitration.htm

QUESTION 28 In Pega Customer Decision Hub[TM], the characteristics of a proposition are defined using
_____.

A. Database columns
B. Properties
C. Logos
D. Banners

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 29 In a decision strategy, which decision component both filters relevant offers and prioritizes
these offers?

A. Prioritization component
B. Filter component
C. Group By component
D. Switch component

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 30 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 31 In a strategy, the proportions are imported using
_____.

A. Data Import component
B. Offer Data component
C. Import Data component
D. Proportion Data component

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://community1.pega.com/community/pega-academy/question/offer-proposition-and-strategy

QUESTION 32 How do we refer to a segment that is used to test the impact of a
specific offer?

A. Target Segment
B. Control Group
C. Test Group
D. Validation Set

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 33 Which value is output by an
Adaptive Model?

A. Performance
B. Score
C. Behavior
D. Lift

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 34 Which of these belongs to the same group as the prioritization
component?

A. Filter
B. Proportion
C. Data import
D. Data join

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 35
When using an adaptive model in a marketing campaign, the Treatment type used in the Offer Flow must match the value of the property _____.

A. pyDirection
B. TreatmentType
C. pyChannel
D. pyTreatment

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 36 Selection components provide the ability to
_____.

A. import results from other strategies
B. filter propositions based on priority and relevance
C. choose between different business issues
D. make calculations based upon a list of propositions

Correct Answer: C
Section: (none)
Explanation

QUESTION 37 A customer's propensity to accept a proposition increases when
_____.

A. the proposition was rejected by similar customers
B. similar propositions were accepted by the customer
C. the proposition was accepted by similar customers
D. similar propositions were rejected by the customer

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 38
In a decision strategy, in the "Test run" panel you can _____.
A. enter input values
B. choose an Input Definition
C. choose a Data Transform
D. choose a Report Definition

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 39 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 40 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

QUESTION 41 When executing a decision strategy, the blue dotted line in a decision strategy means
_____.

A. data is referenced by the component the arrow originates from
B. data is copied to the component the arrow originates from
C. data is copied to the component the arrow points to
D. data is referenced by the component the arrow points to

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
QUESTION 42
The diagram below displays the definition of four contact policies. If they are all included in an E-mail Channel Only strategy, which one is executed?

Name	Start Date	End Date	Available	Channel
Contact Policy A			Y	SMS
Contact Policy B		21-Jan-2020	Y	E-Mail
Contact Policy C	23-Mar-2020		Y	E-Mail
Contact Policy D	25-Mar-2010	11-Jan-2020	N	E-Mail

A. Contact Policy B
B. Contact Policy D
C. Contact Policy A
D. Contact Policy C

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 43 What is a proposition in Pega Customer
Decision Hub™?

A. Treatment
B. Offers for sales, cross sell, and retention
C. Customer facing action
D. Any kind of offer

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 44 In which channels is the Contact
Policy applicable?

A. Inbound
B. Web and Call Center
C. Omni-channel
D. Outbound

Correct Answer: B
Section: (none)
Explanation
Explanation/Reference:
Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (205)

QUESTION 45 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
Section: (none)
Explanation

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

QUESTION 46
In a Real-time Event driven campaign, _____.

A. contact policy restrictions are not applied
B. volume constraint restrictions are applied
C. the audience is always ignored
D. campaign schedule options cannot be set

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 47 In a real-time container, when *Impression capture* is set to *Captured by channel*, then
_____.

A. the channel records the impression in its own system
B. Pega Marketing asks the channel to record an impressionC. Pega Marketing records an impression anyway
D. the channel can explicitly request to record an impression

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (347)

QUESTION 48 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 49 In Pega Marketing, if a real-time container is active between 1:00 p.m. and 2:00 p.m. and the request is raised at 3:00 p.m., then _____.

A. the request is captured in the interaction history
B. an offer expired message is displayed
C. the request is stored for later processing
D. the request is ignored

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 50 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
Section: (none)
Explanation

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

QUESTION 51 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 52
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
Section: (none)
Explanation

Explanation/Reference:
Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (87)

QUESTION 53 In web marketing, the click through metric indicates the number of customers who have
_____.

A. deferred responding to the offer
B. clicked the offer
C. reacted positively to the offer
D. viewed the offer

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 54 Which flow shape launches an
external process?

A. External shape
B. End shape
C. Hand Off shape
D. Process shape

Correct Answer: C
Section: (none)
Explanation

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

QUESTION 55 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 56 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 57 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 58 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 59 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
Section: (none)
Explanation

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

QUESTION 60 A Real-time Event can be associated with a
_____.

A. strategy rule
B. segment rule
C. customer
D. geo-fence rule

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (340)

QUESTION 61 On the File landing page, the status of output file template shows "In Progress". What action is required to see the data?

A. Downloading
B. Finalizing and downloading
C. Waiting until the status changes to "Completed"
D. Checking in the file output template

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 62 To add an additional property to an Event Payload, you must
_____.

A. declare a new event sub type
B. create a new property in the event strategy
C. add a new strategy property
D. create a new property in the PegaMKT-Data-Event class

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 63 To test the strategy changes, we make use of a
_____.

A. data report
B. test strategy
C. data transform
D. test user

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference: