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QUESTION 1

When implementing Next-Best-Action, the Customer Lifetime Value Threshold is typically used to _____.

- A. prioritize high value propositions
- B. prioritize customers
- C. determine if the customer is eligible
- D. calculate the customer's lifetime value

Correct Answer: C

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

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QUESTION 2

When building a predictive model, the Data Analysis stage is where you _____.

- A. create data samples
- B. select the input data
- C. group predictors
- D. determine the output field

Correct Answer: C

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

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QUESTION 3

What does a dotted line from a "Group By" component to a "Filter" component mean?

- A. There is a one-to-one relationship between the "Group By" and the "Filter" components.
- B. To evaluate the "Group By" component, the "Filter" component is evaluated first.
- C. A property from the "Group By" is referenced by the "Filter" component.
- D. Information from the "Group By" is copied over to the "Filter" component.

Correct Answer: A



QUESTION 4

When a new component is added to the strategy canvas, its Rank value will be _____.

- A. 1
- B. One higher than the current highest Rank
- C. Not set
- D. 0

Correct Answer: A

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

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QUESTION 5

The Prioritize component always outputs _____.

- A. all eligible offers
- B. top 1 offer
- C. top 3 offer
- D. an arbitrary number of offers

Correct Answer: A

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

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