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QUESTION 1

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

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (126)

QUESTION 2

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 3

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 4

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

QUESTION 5

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)

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