



# PEGACPMC74V1<sup>Q&As</sup>

Certified Pega Marketing Consultant (CPMC) 74V1

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

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**QUESTION 2**

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?

A.

	Refreshable	Refresh Child Segments
Segment A	Enabled	
Segment B	Enabled	Enabled

B.

	Refreshable	Refresh Child Segments
Segment A	Enabled	
Segment B		Enabled

C.

	Refreshable	Refresh Child Segments
Segment A	Enabled	Enabled
Segment B		Enabled

D.

	Refreshable	Refresh Child Segments
Segment A		Enabled
Segment B	Enabled	

A. B. C. D.

Correct Answer: A



Reference: [https://community.pega.com/system/files/pdfs/PegaMarketing\\_UserGuide\\_v7.21.pdf](https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf) (154)

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### QUESTION 3

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 impression
- C. Pega Marketing records an impression anyway
- D. the channel can explicitly request to record an impression

Correct Answer: D

Reference: [https://community.pega.com/system/files/pdfs/PegaMarketing\\_UserGuide\\_v7.21.pdf](https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf) (347)

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### QUESTION 4

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

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### QUESTION 5

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

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

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