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QUESTION 1

In which channels is the Contact Policy applicable?

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

Correct Answer: B

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (205)

QUESTION 2

In the Next-Best-Action designer, the Pega Customer Decision Hub™ 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 3

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 4



Which metric is used in the Proportion Distribution report?

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

Correct Answer: A

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

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