PEGACPMC74V1^{Q&As}

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QUESTION 1

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

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

QUESTION 2

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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QUESTION 3

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

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 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)