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QUESTION 1

Which strategy design pattern is used to implement Contact Policy regulations?

- A. Prioritize – Set Property – Filter
- B. Proposition Data – Data Import – Decision Table
- C. Interaction History – Group By – Contact Policy
- D. Set Property – Prioritize – Contact Policy

Correct Answer: D

QUESTION 2

In the context of real-time containers, when Pega Marketing receives a click through _____.

- A. both the impression and a click through are recorded
- B. a click through is only recorded if it is enabled
- C. the offer flow is always initiated
- D. a click through is always recorded

Correct Answer: D

QUESTION 3

What is the simplest way to write a record to a database table each time an offer is sent to a customer?

- A. Use an Update Status shape, specifying the field from the offer to store.
- B. Use a send shape on the offer flow, and select the "Write To DB" check box.
- C. Use a Capture Response shape on the offer flow, specifying the offer.
- D. Use the Update File shape, specifying the template used.

Correct Answer: C

QUESTION 4

Next-Best-Action is a customer-centric marketing paradigm that balances _____.

- A. the customer's needs with the business objectives



- B. growth, retention, service, and risk mitigation
- C. business revenue with margin
- D. relevancy, context, timeliness, and consistency

Correct Answer: B

QUESTION 5

When a customer is offered a proportion that was already accepted, this is because_____.

- A. the strategy uses interaction history to exclude previously accepted offers
- B. the propositions are filtered based on eligibility
- C. there is no filter for previously accepted offers in the strategy
- D. the customer intent was captured incorrectly

Correct Answer: C

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