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QUESTION 1

A real-time container is a _____.

- A. dynamic section used in an email treatment
- B. UI container that contains the real-time events payload
- C. reusable UI element of an Inbound Call-Center treatment
- D. representation of a space in an external real-time channel

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (345)

QUESTION 2

Which decision component belongs to the Arbitration category?

- A. Prioritization
- B. Decision Table
- C. Adaptive Model
- D. Scorecard

Correct Answer: A

Reference: https://community.pega.com/sites/default/files/help_v721/procomhelpmain.htm#rule-/ruleddecision-/rule-decision-strategy/components/arbitration.htm

QUESTION 3

In a decision strategy, the "Test run" panel allows you to inspect_____.

- A. the output of any decision component
- B. only the output of the Results decision component
- C. the first output of any component
- D. the output of any decision component except Sub-strategies

Correct Answer: C

QUESTION 4



In web marketing, the click through metric indicates the number of customers who have _____.

- A. deferred responding to the offer
- B. clicked the offer
- C. reacted positively to the offer
- D. viewed the offer

Correct Answer: B

QUESTION 5

When using an adaptive model in a marketing campaign, you must set the channel and _____.

- A. customer intent
- B. direction
- C. real-time event
- D. channel context

Correct Answer: B

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