PEGACPMC74V1^{Q&As}

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QUESTION 1

The Business Issue-Group hierarchy is used to organize _____.

A. decision components

B. predictive models

C. customer interactions

D. propositions

Correct Answer: D

Reference: https://community.pega.com/sites/default/files/help_v73/dsm/tasks/dsm-pm-hierarchy-creatingbusiness-group-tsk.htm

QUESTION 2

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 3

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 4

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 5

Which metric is used in the Proportion Distribution report?

A. Volume

B. Target budget

C. Total revenue

D. Accept rate

Correct Answer: A

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