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QUESTION 1

To create channel-specific Adaptive Model instances, you _____.

- A. set channel information in the strategy
- B. set the channel option in the Adaptive Model component
- C. do nothing; Adaptive Model instances are always channel specific
- D. create channel specific Adaptive Model definition

Correct Answer: B

QUESTION 2

U+ Bank has configured Next-Best-Action designer to display marketing offers to its customers on the U+ Bank website.

The bank would like to display different offers to different customers based on relevancy and eligibility defined by the business. The Strategy Designer has decided to use the "Offer targeting using audiences and AI" method to implement this

requirement.

Which three tasks need to be performed to implement this requirement? (Choose Three)

- A. Configure conditions for offer eligibility
- B. Configure an audience
- C. Configure an alternate strategy
- D. Configure a prioritization strategy
- E. Select a relevancy strategy

Correct Answer: ABD

QUESTION 3

A legal firm wants to use text analytics for easier and faster access to information to help with compliance related issues. The legal firm needs a taxonomy on legal concepts. What is a taxonomy?

- A. A sentiment analysis model
- B. The output of an expert survey
- C. A list of valid categories
- D. A list of business rules

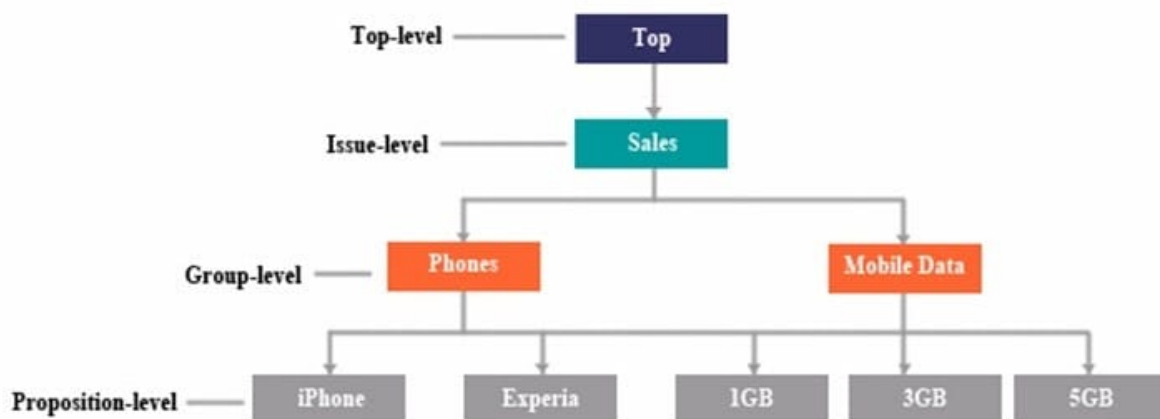


Correct Answer: C

Reference: <https://community.pega.com/knowledgebase/articles/create-taxonomies-more-efficiently>

QUESTION 4

MyCo, a mobile company, uses Pega Marketing, powered by Pega Customer Decision Hub, to display marketing offers to its customers on its website. The company would like to display more relevant offers to customers based on customer behavior. The following is the proposition hierarchy in the Next-Best-Action Designer.



Both the groups are configured with a relevancy strategy and eligibility criteria.

The company would like to arbitrate across the offers in the two groups and select the best offer based on customer behavior. To meet this business requirement, at which level should the Strategy Designer configure the proposition prioritization strategy?

- A. Eligibility-level
- B. Group-level
- C. Issue-level
- D. Proposition-level

Correct Answer: D

QUESTION 5

An adaptive model captures outcomes of _____.

- A. only negative customer responses



- B. similar propositions
- C. a subset of customer responses
- D. only positive customer responses

Correct Answer: C

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