



# PEGAPCDC80V1<sup>Q&As</sup>

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### QUESTION 1

MyCo, a telecom company, has introduced 1GB and 3GB data plans in one of their stores and on the website. MyCo decides to use adaptive models for both offers.

As a Strategy Designer, you are interested in how the models are performing in different channels.

Which three tasks could you perform? (Choose Three)

- A. Check the performance of the 3GB data plan for the last month.
- B. Execute a simulation in Visual Business Designer and compare, in delta mode, the performance difference between the 1GB and 3GB data plans.
- C. Change the decision strategy because the performance in the web and store differs significantly.
- D. Identify the models that are performing well or poorly in the store channel.
- E. Examine the active and inactive predictors for the 1GB data plan model.

Correct Answer: ABC

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### QUESTION 2

When a customer is offered a proposition he has already accepted, this is because\_\_\_\_\_.

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

Correct Answer: A

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### QUESTION 3

To which property is the output of a Predictive Model Markup Language (PMML) model automatically mapped?

- A. pxOutcome
- B. pxResult
- C. pxPMMLOutput
- D. pxSegment

Correct Answer: A

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**QUESTION 4**

Selection components provide the ability to \_\_\_\_\_.

- A. import results from other strategies
- B. make calculations based upon a list of propositions
- C. filter propositions based on priority and relevance
- D. choose between a sales and a service proposition

Correct Answer: C

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**QUESTION 5**

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

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