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**QUESTION 1**

There are two segments: Segment A and Segment B.

Which configuration is needed to make sure that Segment B is automatically refreshed when Segment A is refreshed?

A.

	Refreshable	Refresh Child Segments
Segment A	Enabled	
Segment B	Enabled	Enabled

B.

	Refreshable	Refresh Child Segments
Segment A	Enabled	
Segment B		Enabled

C.

	Refreshable	Refresh Child Segments
Segment A	Enabled	Enabled
Segment B		Enabled

D.

	Refreshable	Refresh Child Segments
Segment A		Enabled
Segment B	Enabled	

A. B. C. D.

Correct Answer: A

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (154)

QUESTION 2

Which of these belongs to the same group as the prioritization component?

- A. Filter
- B. Proportion
- C. Data import
- D. Data join

Correct Answer: A



QUESTION 3

In Pega Marketing, a control group is implemented using _____.

- A. a sub strategy
- B. an interaction rule
- C. a control group rule
- D. a segment rule

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (178)

QUESTION 4

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 5

Which predefined criteria helps to identify customers who have responded to an offer in the past year?

- A. Offer Responses in Last Year
- B. Offers Received per Channel per Time Period
- C. Offers Received per Channel in Last Year
- D. Offer Responses per Time Period

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (126)

QUESTION 6



In a strategy, the proportions are imported using _____.

- A. Data Import component
- B. Offer Data component
- C. Import Data component
- D. Proportion Data component

Correct Answer: D

Reference: <https://community1.pega.com/community/pega-academy/question/offer-proposition-andstrategy>

QUESTION 7

The Filter component is used to filter _____.

- A. propositions
- B. attributes
- C. adaptive models
- D. customers

Correct Answer: A

QUESTION 8

In an offer flow, which is a valid value for the Response field in the Update Status shape?

- A. Neutral
- B. Resolved-Rejected
- C. Rejected
- D. Negative

Correct Answer: C

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

QUESTION 9

When using an adaptive model in a marketing campaign, the Treatment type used in the Offer Flow must match the value of the property _____.

- A. pyDirection



B. TreatmentType

C. pyChannel

D. pyTreatment

Correct Answer: C

QUESTION 10

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 11

After a distribution test is completed, _____.

A. only the campaign summary report is generated

B. the volume constraints are updated

C. you can examine the emails sent to targeted customers

D. you can examine the proportion distribution report

Correct Answer: B

QUESTION 12

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 13**

The diagram below displays the definition of four contact policies. If they are all included in an E-mail Channel Only strategy, which one is executed?

Name	Start Date	End Date	Available	Channel
Contact Policy A			Y	SMS
Contact Policy B		21-Jan-2020	Y	E-Mail
Contact Policy C	23-Mar-2020		Y	E-Mail
Contact Policy D	25-Mar-2010	11-Jan-2020	N	E-Mail

- A. Contact Policy B
- B. Contact Policy D
- C. Contact Policy A
- D. Contact Policy C

Correct Answer: D

QUESTION 14

If a campaign targets 50,000 customers with three offers, what is the maximum number of offer flow instances executed?

- A. 50,000
- B. 1
- C. 3
- D. 150,000

Correct Answer: A

QUESTION 15

In the context of real-time containers, how do you control what happens when a customer clicks on the offer?



- A. By configuring the click through connector in an offer flow
- B. By defining a real-time event
- C. By specifying the click through URL
- D. By specifying the call to action

Correct Answer: A

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