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QUESTION 1

A campaign status changes to "Wrap-up" when _____.

- A. the strategy has been run for all the customers in the segment
- B. the segment is processed
- C. the user changes the status via the Action menu
- D. all offers have reached their "End Shape"

Correct Answer: C

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (87)

QUESTION 2

On the File landing page, the status of output file template shows "In Progress". What action is required to see the data?

- A. Downloading
- B. Finalizing and downloading
- C. Waiting until the status changes to "Completed"
- D. Checking in the file output template

Correct Answer: D

QUESTION 3

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 4

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 5

In an outbound campaign, how many offers can you send out to a customer?

- A. Only one
- B. As many as available in the corresponding issue and group
- C. As many as allowed by the volume constraints
- D. As many as selected by the marketing strategy

Correct Answer: D

QUESTION 6

To test the strategy changes, we make use of a _____.

- A. data report
- B. test strategy
- C. data transform
- D. test user

Correct Answer: C

QUESTION 7

In the Next-Best-Action designer, the Pega Customer Decision Hub™ evaluates the business goal level decisions _____.

- A. in numerical order
- B. in alphabetical order
- C. from top to bottom



D. in a random order

Correct Answer: D

QUESTION 8

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 9

What is the key difference between a predictive model and a human expert?

A. Predictive models always outperform human experts.

B. Humans are better at dealing with structured data and identifying patterns.

C. Predictive models make successful predictions irrespective of the amount of data available.



D. Predictive models are more capable of detecting patterns in historical data.

Correct Answer: D

QUESTION 10

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

QUESTION 11

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

QUESTION 12

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 13



How do we refer to a segment that is used to test the impact of a specific offer?

- A. Target Segment
- B. Control Group
- C. Test Group
- D. Validation Set

Correct Answer: B

QUESTION 14

What is the simplest way to write a record to a database table each time an offer is sent to a customer?

- A. Use an Update Status shape, specifying the field from the offer to store.
- B. Use a send shape on the offer flow, and select the "Write To DB" check box.
- C. Use a Capture Response shape on the offer flow, specifying the offer.
- D. Use the Update File shape, specifying the template used.

Correct Answer: C

QUESTION 15

In a decision strategy, which decision component both filters relevant offers and prioritizes these offers?

- A. Prioritization component
- B. Filter component
- C. Group By component
- D. Switch component

Correct Answer: A

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