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QUESTION 1

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 2

An Adaptive Model instance is created when you _____.

A. restart the Adaptive Decision Manager service

B. execute a strategy containing the Adaptive Model component

C. save the Adaptive Model rule

D. open the Adaptive Model Management landing page

Correct Answer: B

QUESTION 3

In web marketing, the click through metric indicates the number of customers who have _____.

A. deferred responding to the offer

B. clicked the offer

C. reacted positively to the offer

D. viewed the offer

Correct Answer: B

QUESTION 4

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 5

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 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

When creating a new segment, an Analysis Project is _____.

A. not applicable for the top-level segments

B. an optional configuration step

C. a mandatory configuration step

D. selected by the system automatically

Correct Answer: B

QUESTION 8

What is a proposition in Pega Customer Decision HubTM?

A. Treatment

B. Offers for sales, cross sell, and retention

C. Customer facing action

D. Any kind of offer

Correct Answer: B

QUESTION 9

Which value is output by an Adaptive Model?

A. Performance

B. Score

C. Behavior

D. Lift

Correct Answer: A

QUESTION 10

In a real time container, if the Click through behavior is set to Capture click through only, then the _____.

A. click through URL is not returned

B. offer flow is not initiated

C. channel only records the click through

D. click through is not recorded in the interaction history

Correct Answer: C

QUESTION 11

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 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

Which category contains the Set Property component?

A. Data Import category

B. Arbitration category

C. Enrichment category

D. Business Rules category

Correct Answer: C

Reference: https://community.pega.com/sites/default/files/help_v719/rule-/rule-decision-/rule-decisionstrategy/components/enrichment.htm

QUESTION 14

The Filter component is used to filter _____.

A. propositions

B. attributes

C. adaptive models

D. customers

Correct Answer: A

QUESTION 15

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

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