

# PEGACPMC74V1<sup>Q&As</sup>

Certified Pega Marketing Consultant (CPMC) 74V1

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### QUESTION 1

Which metric is used in the Proportion Distribution report?

- A. Volume
- B. Target budget
- C. Total revenue
- D. Accept rate

Correct Answer: A

### QUESTION 2

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 3

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](https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf) (345)

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#### QUESTION 4

Next-Best-Action is a customer-centric marketing paradigm that balances \_\_\_\_\_.

- A. the customer's needs with the business objectives
- B. growth, retention, service, and risk mitigation
- C. business revenue with margin
- D. relevancy, context, timeliness, and consistency

Correct Answer: B

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#### QUESTION 5

When executing a decision strategy, the blue dotted line in a decision strategy means \_\_\_\_\_.

- A. data is referenced by the component the arrow originates from
- B. data is copied to the component the arrow originates from
- C. data is copied to the component the arrow points to
- D. data is referenced by the component the arrow points to

Correct Answer: D

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