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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

In Pega Marketing, the details about the membership of a control group are stored in the _____.

- A. customer table
- B. interaction history
- C. control group segment
- D. control group table

Correct Answer: B

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

QUESTION 3

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 4

To reuse existing HTML content in an email treatment, you would _____.

- A. convert the content to normal text first

- B. copy and paste the HTML content
- C. use the HTML-only treatment
- D. use the HTML import function

Correct Answer: D

QUESTION 5

In Pega Customer Decision Hub™, the characteristics of a proposition are defined using _____.

- A. Database columns
- B. Properties
- C. Logos
- D. Banners

Correct Answer: B

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