

PEGACPMC74V1^{Q&As}

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QUESTION 1

In a real-time container, when Impression capture is set to Captured by channel, then _____.

- A. the channel records the impression in its own system
- B. Pega Marketing asks the channel to record an impression
- C. Pega Marketing records an impression anyway
- D. the channel can explicitly request to record an impression

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (347)

QUESTION 2

A customer's propensity to accept a proposition increases when _____.

- A. the proposition was rejected by similar customers
- B. similar propositions were accepted by the customer
- C. the proposition was accepted by similar customers
- D. similar propositions were rejected by the customer

Correct Answer: B

QUESTION 3

Which value is output by an Adaptive Model?

- A. Performance
- B. Score
- C. Behavior
- D. Lift

Correct Answer: A

QUESTION 4

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 5

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

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