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QUESTION 1

What run-time information does an adaptive model need to make a prediction?

A. Proportion profile

B. Historical interactions

C. Customer profile

D. Behavior of similar customers

Correct Answer: A

QUESTION 2

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 3

In a decision strategy, in the "Test run" panel you can _____.

A. enter input values

B. choose an Input Definition

C. choose a Data Transform

D. choose a Report Definition

Correct Answer: C

QUESTION 4

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 5

Which strategy design pattern is used to implement Contact Policy regulations?

A. Prioritize – Set Property – Filter

B. Proposition Data – Data Import – Decision Table

C. Interaction History – Group By – Contact Policy

D. Set Property – Prioritize – Contact Policy

Correct Answer: D