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QUESTION 1

What is the simplest way to write a record to a database table each time an offer is sent to a customer?

A. Use an Update Status shape, specifying the field from the offer to store.

B. Use a send shape on the offer flow, and select the "Write To DB" check box.

C. Use a Capture Response shape on the offer flow, specifying the offer.

D. Use the Update File shape, specifying the template used.

Correct Answer: C

QUESTION 2

To implement contact policy regulations, the Direction property must be set to _____.

A. Offer Treatment

B. Call Centre

C. Outbound

D. Inbound

Correct Answer: D

QUESTION 3

In an outbound campaign, how many offers can you send out to a customer?

A. Only one

B. As many as available in the corresponding issue and group

C. As many as allowed by the volume constraints

D. As many as selected by the marketing strategy

Correct Answer: D

QUESTION 4

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 5

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

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