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QUESTION 1

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 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

Selection components provide the ability to _____.

- A. import results from other strategies
- B. filter propositions based on priority and relevance
- C. choose between different business issues
- D. make calculations based upon a list of propositions

Correct Answer: C

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

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QUESTION 4

When using an adaptive model in a marketing campaign, the Treatment type used in the Offer Flow must match the

value of the property _____.

- A. pyDirection
- B. TreatmentType
- C. pyChannel
- D. pyTreatment

Correct Answer: C

QUESTION 5

When using an adaptive model in a marketing campaign, you must set the channel and _____.

- A. customer intent
- B. direction
- C. real-time event
- D. channel context

Correct Answer: B

QUESTION 6

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 7

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 8

Which value is output by an Adaptive Model?

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

Correct Answer: A

QUESTION 9

In a decision strategy, the "Test run" panel allows you to inspect_____.

- A. the output of any decision component
- B. only the output of the Results decision component
- C. the first output of any component
- D. the output of any decision component except Sub-strategies

Correct Answer: C

QUESTION 10

In web marketing, the click through metric indicates the number of customers who have _____.

- A. deferred responding to the offer
- B. clicked the offer
- C. reacted positively to the offer
- D. viewed the offer

Correct Answer: B

QUESTION 11

Which flow shape launches an external process?

- A. External shape
- B. End shape
- C. Hand Off shape
- D. Process shape

Correct Answer: C

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (239)

QUESTION 12

After a distribution test is completed, _____.

- A. only the campaign summary report is generated
- B. the volume constraints are updated
- C. you can examine the emails sent to targeted customers
- D. you can examine the proportion distribution report

Correct Answer: B

QUESTION 13

The Business Issue-Group hierarchy is used to organize _____.

- A. decision components
- B. predictive models
- C. customer interactions
- D. propositions

Correct Answer: D

Reference: https://community.pega.com/sites/default/files/help_v73/dsm/tasks/dsm-pm-hierarchy-creatingbusiness-group-tsk.htm

QUESTION 14

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 15

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

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