

PEGACPMC74V1^{Q&As}

Certified Pega Marketing Consultant (CPMC) 74V1

Pass Pegasystems PEGACPMC74V1 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.leads4pass.com/pegacpmc74v1.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by
Pegasystems Official Exam Center

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers



QUESTION 1

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 2

In Pega Marketing, a control group is implemented using _____.

- A. a sub strategy
- B. an interaction rule
- C. a control group rule
- D. a segment rule

Correct Answer: D

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

QUESTION 3

Next-Best-Action is a customer-centric marketing paradigm that balances _____.

- A. the customer's needs with the business objectives
- B. growth, retention, service, and risk mitigation
- C. business revenue with margin
- D. relevancy, context, timeliness, and consistency

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

What is the relationship between items in a proposition hierarchy?

- A. Issues have multiple propositions, and propositions can be in the multiple groups.
- B. Issues have multiple groups, and groups have multiple propositions.
- C. Groups contains multiple issues, and issues have multiple propositions.
- D. Propositions must belong to a group or be top level.

Correct Answer: C

QUESTION 6

In an offer flow, which is a valid value for the Response field in the Update Status shape?

- A. Neutral
- B. Resolved-Rejected
- C. Rejected
- D. Negative

Correct Answer: C

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

QUESTION 7

What is the key difference between a predictive model and a human expert?

- A. Predictive models always outperform human experts.
- B. Humans are better at dealing with structured data and identifying patterns.
- C. Predictive models make successful predictions irrespective of the amount of data available.
- D. Predictive models are more capable of detecting patterns in historical data.

Correct Answer: D

QUESTION 8

A Real-time Event can be associated with a _____.

- A. strategy rule
- B. segment rule
- C. customer
- D. geo-fence rule

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (340)

QUESTION 9

In Decision Management, individual customer behavior is captured by _____.

- A. predictive models
- B. interaction history
- C. Visual Business Director
- D. decision strategies

Correct Answer: A

QUESTION 10

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

QUESTION 11

When a customer is offered a proportion that was already accepted, this is because _____.

- A. the strategy uses interaction history to exclude previously accepted offers

- B. the propositions are filtered based on eligibility
- C. there is no filter for previously accepted offers in the strategy
- D. the customer intent was captured incorrectly

Correct Answer: C

QUESTION 12

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 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 the Next-Best-Action designer, the Pega Customer Decision Hub™ evaluates the business goal level decisions _____.

- A. in numerical order
- B. in alphabetical order
- C. from top to bottom

D. in a random order

Correct Answer: D

QUESTION 15

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

[Latest PEGACPMC74V1 Dumps](#)

[PEGACPMC74V1 PDF Dumps](#)

[PEGACPMC74V1 Study Guide](#)