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Vendor:Pegasystems

Exam Code:PEGACPMC74V1

Exam Name:Certified Pega Marketing Consultant
(CPMC) 74V1

Version:Demo

QUESTION 1

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 2

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 3

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 4

Which property holds the information regarding control group membership?

- A. ControlGroupName

- B. MktValue
- C. MktName
- D. pyOutcome

Correct Answer: B

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (179)

QUESTION 5

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 6

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 7

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 8

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 9

In the context of real-time containers, how do you control what happens when a customer clicks on the offer?

- A. By configuring the click through connector in an offer flow
- B. By defining a real-time event
- C. By specifying the click through URL
- D. By specifying the call to action

Correct Answer: A

QUESTION 10

Which of these belongs to the same group as the prioritization component?

- A. Filter
- B. Proportion
- C. Data import
- D. Data join

Correct Answer: A

QUESTION 11

In Pega Marketing, if a real-time container is active between 1:00 p.m. and 2:00 p.m. and the request is raised at 3:00 p.m., then _____.

- A. the request is captured in the interaction history
- B. an offer expired message is displayed
- C. the request is stored for later processing
- D. the request is ignored

Correct Answer: B

QUESTION 12

In a campaign that uses a channel constraint, which strategy parameter must be set?

- A. pyConstraint
- B. pyTreatment
- C. pyOutbound
- D. pyChannel

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (214)