PEGACPMC74V1 Q&As

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QUESTION 1

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 2

To test the strategy changes, we make use of a _____.

A. data report

B. test strategy

C. data transform

D. test user

Correct Answer: C

QUESTION 3

Which predefined criteria helps to identify customers who have responded to an offer in the past year?

A. Offer Responses in Last Year

B. Offers Received per Channel per Time Period

C. Offers Received per Channel in Last Year

D. Offer Responses per Time Period

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (126)

QUESTION 4

To add an additional property to an Event Payload, you must _____.

A. declare a new event sub type

B. create a new property in the event strategy

C. add a new strategy property

D. create a new property in the PegaMKT-Data-Event class

Correct Answer: A

QUESTION 5

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

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