

# PEGACPMC74V1<sup>Q&As</sup>

Certified Pega Marketing Consultant (CPMC) 74V1

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**QUESTION 1**

Which decision component belongs to the Arbitration category?

- A. Prioritization
- B. Decision Table
- C. Adaptive Model
- D. Scorecard

Correct Answer: A

Reference: [https://community.pega.com/sites/default/files/help\\_v721/procomhelpmain.htm#rule-/ruledecision-/ruledecision-strategy/components/arbitration.htm](https://community.pega.com/sites/default/files/help_v721/procomhelpmain.htm#rule-/ruledecision-/ruledecision-strategy/components/arbitration.htm)

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**QUESTION 2**

In a Real-time Event driven campaign, \_\_\_\_\_.

- A. contact policy restrictions are not applied
- B. volume constraint restrictions are applied
- C. the audience is always ignored
- D. campaign schedule options cannot be set

Correct Answer: A

**QUESTION 3**

In Pega Marketing, the details about the membership of a control group are stored in the \_\_\_\_\_.

- A. customer table
- B. interaction history
- C. control group segment
- D. control group table

Correct Answer: B

Reference: [https://community.pega.com/system/files/pdfs/PegaMarketing\\_UserGuide\\_v7.21.pdf](https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf) (178)

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**QUESTION 4**

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

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#### QUESTION 5

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

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