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QUESTION 1

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 2

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 3

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 4

The Filter component is used to filter _____.

- A. propositions

- B. attributes
- C. adaptive models
- D. customers

Correct Answer: A

QUESTION 5

In a strategy, the proportions are imported using _____.

- A. Data Import component
- B. Offer Data component
- C. Import Data component
- D. Proportion Data component

Correct Answer: D

Reference: <https://community1.pega.com/community/pega-academy/question/offer-proposition-andstrategy>

QUESTION 6

Which strategy design pattern is used to implement Contact Policy regulations?

- A. Prioritize – Set Property – Filter
- B. Proposition Data – Data Import – Decision Table
- C. Interaction History – Group By – Contact Policy
- D. Set Property – Prioritize – Contact Policy

Correct Answer: D

QUESTION 7

What run-time information does an adaptive model need to make a prediction?

- A. Proportion profile
- B. Historical interactions
- C. Customer profile
- D. Behavior of similar customers

Correct Answer: A

QUESTION 8

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 9

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 10

On the File landing page, the status of output file template shows "In Progress". What action is required to see the data?

- A. Downloading
- B. Finalizing and downloading
- C. Waiting until the status changes to "Completed"
- D. Checking in the file output template

Correct Answer: D

QUESTION 11

Which value is output by an Adaptive Model?

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

Correct Answer: A

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

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 14

Which statement about campaign tests is true?

- A. Results of a new test replace the old one.
- B. Tests must be executed before submitting a campaign for execution.
- C. Test results can be deleted.

D. Tests generate user-defined reports only.

Correct Answer: C

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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