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QUESTION 1

Next-Best-Action maximizes the customer lifetime value by ______.

- A. using consistency rules in the Next-Best-Action decision strategy
- B. building Next-Best-Action on top of each other across every interaction
- C. monitoring the customer interactions in all channels
- D. using arbitration metrics in the Next-Best-Action decision strategy

Correct Answer: C

QUESTION 2

A Scoring Model allows you to differentiate between _____

- A. Accept, Reject, Maybe Later
- B. Good, Bad
- C. Good, Better, Best
- D. Good, Bad, Unknown
- Correct Answer: B

Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf

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QUESTION 3

The result of a Predictive Model is stored in a property called ______.

- A. pyPrediction
- B. pxResult
- C. pyOutcome
- D. pxSegment
- Correct Answer: D

Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf

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QUESTION 4

When compared to a Predictive Model, an Adaptive Model is different as it _____.

- A. can use strategy properties as predictors
- B. considers both symbolic and numeric predictors
- C. learns from both positive and negative outcomes
- D. uses predictor binning
- Correct Answer: C

Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf

QUESTION 5

When building a predictive model, at what stage do you compare the performance of predictive models?

- A. Model Development stage
- B. Model Analysis stage
- C. Model Export stage
- D. Model Comparison stage
- Correct Answer: B

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