

PEGACPMC74V1^{Q&As}

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QUESTION 1

A campaign status changes to "Wrap-up" when _____.

- A. the strategy has been run for all the customers in the segment
- B. the segment is processed
- C. the user changes the status via the Action menu
- D. all offers have reached their "End Shape"

Correct Answer: C

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (87)

QUESTION 2

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 3

In Decision Management, individual customer behavior is captured by_____.

- A. predictive models
- B. interaction history
- C. Visual Business Director
- D. decision strategies

Correct Answer: A

QUESTION 4

In a real-time container, when Impression capture is set to Captured by channel, then _____.

- A. the channel records the impression in its own system
- B. Pega Marketing asks the channel to record an impression
- C. Pega Marketing records an impression anyway
- D. the channel can explicitly request to record an impression

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (347)

QUESTION 5

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

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