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QUESTION 1

Which value is output by an Adaptive Model?

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

Correct Answer: B

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

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QUESTION 2

What is the difference between predictive and adaptive analytics?

- A. Predictive models can predict a continuous value.
- B. Predictive models predict customer behavior.
- C. Adaptive models use the customer data as predictors.
- D. Predictive models have evidence.

Correct Answer: C

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

QUESTION 3

When a new component is added to the strategy canvas, its Rank value will be _____.

- A. 1
- B. One higher than the current highest Rank
- C. Not set
- D. 0

Correct Answer: A

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

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QUESTION 4

The Next-Best-Action strategies must be _____.

- A. secured and modified only by IT
- B. simple and straight forward
- C. easy to be changed by the business
- D. complex and forensically calculated

Correct Answer: B

QUESTION 5

The Adaptive Model output that is automatically mapped to a strategy property is _____.

- A. performance
- B. propensity
- C. evidence
- D. score

Correct Answer: C

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