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QUESTION 1

Which property holds the information regarding control group membership?

- A. ControlGroupName
- B. MktValue
- C. MktName
- D. pyOutcome

Correct Answer: B

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (179)

QUESTION 2

In which channels is the Contact Policy applicable?

- A. Inbound
- B. Web and Call Center
- C. Omni-channel
- D. Outbound

Correct Answer: B

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (205)

QUESTION 3

If you define a contact policy with multiple limits for the same channel, _____.

- A. the contact policy will fail
- B. the contact policy will apply the first limit only
- C. you get an error
- D. the contact policy will apply all limits

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (198)

QUESTION 4



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 5

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)

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