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QUESTION 1

When does the campaign validation occur?

- A. When a seed test is invoked
- B. When it is updated
- C. Every time it is saved
- D. When the campaign moves to the "Test" state

Correct Answer: B

QUESTION 2

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 3

In the context of real-time containers, how do you control what happens when a customer clicks on the offer?

- A. By configuring the click through connector in an offer flow
- B. By defining a real-time event
- C. By specifying the click through URL
- D. By specifying the call to action

Correct Answer: A

QUESTION 4

If a campaign targets 50,000 customers with three offers, what is the maximum number of offer flow instances executed?

- A. 50,000



- B. 1
- C. 3
- D. 150,000

Correct Answer: A

QUESTION 5

Selection components provide the ability to _____.

- A. import results from other strategies
- B. filter propositions based on priority and relevance
- C. choose between different business issues
- D. make calculations based upon a list of propositions

Correct Answer: C

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

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