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QUESTION 1

In Pega Marketing, the details about the membership of a control group are stored in the _____.

- A. customer table
- B. interaction history
- C. control group segment
- D. control group table

Correct Answer: B

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (178)

QUESTION 2

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 3

In a decision strategy, in the "Test run" panel you can _____.

- A. enter input values
- B. choose an Input Definition
- C. choose a Data Transform
- D. choose a Report Definition

Correct Answer: C

QUESTION 4

In web marketing, the click through metric indicates the number of customers who have _____.



- A. deferred responding to the offer
- B. clicked the offer
- C. reacted positively to the offer
- D. viewed the offer

Correct Answer: B

QUESTION 5

A Real-time Event can be associated with a _____.

- A. strategy rule
- B. segment rule
- C. customer
- D. geo-fence rule

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (340)

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