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QUESTION 1

Which metric is used in the Proportion Distribution report?

A. Volume

B. Target budget

C. Total revenue

D. Accept rate

Correct Answer: A

QUESTION 2

An Adaptive Model instance is created when you _____.

A. restart the Adaptive Decision Manager service

B. execute a strategy containing the Adaptive Model component

C. save the Adaptive Model rule

D. open the Adaptive Model Management landing page

Correct Answer: B

QUESTION 3

A customer\\'s propensity to accept a proposition increases when _____.

A. the proposition was rejected by similar customers

B. similar propositions were accepted by the customer

C. the proposition was accepted by similar customers

D. similar propositions were rejected by the customer

Correct Answer: B

QUESTION 4

To implement contact policy regulations, the Direction property must be set to _____.

A. Offer Treatment

B. Call Centre

C. Outbound

D. Inbound

Correct Answer: D

QUESTION 5

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)

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