



# PEGACPMC74V1<sup>Q&As</sup>

Certified Pega Marketing Consultant (CPMC) 74V1

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### QUESTION 1

The Filter component is used to filter \_\_\_\_\_.

- A. propositions
- B. attributes
- C. adaptive models
- D. customers

Correct Answer: A

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

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### QUESTION 3

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

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### QUESTION 4

Which predefined criteria helps to identify customers who have responded to an offer in the past year?



- A. Offer Responses in Last Year
- B. Offers Received per Channel per Time Period
- C. Offers Received per Channel in Last Year
- D. Offer Responses per Time Period

Correct Answer: D

Reference: [https://community.pega.com/system/files/pdfs/PegaMarketing\\_UserGuide\\_v7.21.pdf](https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf) (126)

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#### QUESTION 5

In a strategy, the proportions are imported using \_\_\_\_\_.

- A. Data Import component
- B. Offer Data component
- C. Import Data component
- D. Proportion Data component

Correct Answer: D

Reference: <https://community1.pega.com/community/pega-academy/question/offer-proposition-andstrategy>

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