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QUESTION 1

In Pega Customer Decision Hub™, the characteristics of a proposition are defined using _____.

- A. Database columns
- B. Properties
- C. Logos
- D. Banners

Correct Answer: B

QUESTION 2

In Pega Marketing, a control group is implemented using _____.

- A. a sub strategy
- B. an interaction rule
- C. a control group rule
- D. a segment rule

Correct Answer: D

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

QUESTION 3

In a decision strategy, which decision component both filters relevant offers and prioritizes these offers?

- A. Prioritization component
- B. Filter component
- C. Group By component
- D. Switch component

Correct Answer: A

QUESTION 4

On the File landing page, the status of output file template shows "In Progress". What action is required to see the data?



- A. Downloading
- B. Finalizing and downloading
- C. Waiting until the status changes to "Completed"
- D. Checking in the file output template

Correct Answer: D

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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